

## DOCUMENT RESUME

ED 118 756

CE 006 238

TITLE Career Education: An Annotated Instructional Materials List K-12.  
INSTITUTION Montgomery County Public Schools, Rockville, Md.  
Dept. of Educational Media and Technology.  
PUB DATE 75  
NOTE 219p.; Prepared by Division of Evaluation and Selection  
EDRS PRICE MF-\$0.83 HC-\$11.37 Plus Postage  
DESCRIPTORS \*Annotated Bibliographies; \*Audiovisual Aids; Career Awareness; \*Career Education; Elementary Secondary Education; Films; Filmstrips; \*Instructional Materials; \*Resource Guides; Vocational Education

## ABSTRACT

The annotated resource guide contains five sections. The first cites approximately 80 items, mostly sets of filmstrips, for the elementary level. Section 2 cites approximately 140 filmstrips, cassettes, pamphlets, books, kits, and similar materials for the secondary level. Section 3 lists 42 career education films available from the Montgomery County [Maryland] Public Schools film library. Section 4 lists approximately 85 miscellaneous books, monographs, and pamphlets available on loan from the Educational Materials Laboratory of the Montgomery County Public Schools Department of Educational Media and Technology. The last section provides two addresses from which career education materials published by the Federal Government may be obtained. Each listing in the first three sections provides the publisher, vender catalogue number, grade level, price, and type of material along with the annotation. (JR)

\*\*\*\*\*  
\* Documents acquired by ERIC include many informal unpublished \*  
\* materials not available from other sources. ERIC makes every effort \*  
\* to obtain the best copy available. Nevertheless, items of marginal \*  
\* reproducibility are often encountered and this affects the quality \*  
\* of the microfiche and hardcopy reproductions ERIC makes available \*  
\* via the ERIC Document Reproduction Service (EDRS). EDRS is not \*  
\* responsible for the quality of the original document. Reproductions \*  
\* supplied by EDRS are the best that can be made from the original. \*  
\*\*\*\*\*

CEOC62331

ED118756

NOV 21 1975

U S DEPARTMENT OF HEALTH,  
EDUCATION & WELFARE  
NATIONAL INSTITUTE OF  
EDUCATION

THIS DOCUMENT HAS BEEN REPRO-  
DUCED EXACTLY AS RECEIVED FROM  
THE PERSON OR ORGANIZATION ORIGIN-  
ATING IT. POINTS OF VIEW OR OPINIONS  
STATED DO NOT NECESSARILY REPRESENT  
OFFICIAL NATIONAL INSTITUTE OF  
EDUCATION POSITION OR POLICY

WINTER 1975

# CAREER EDUCATION

2

ANNOTATED INSTRUCTIONAL MATERIALS BIBLIOGRAPHY K-12



Rockville, Maryland

DEPARTMENT OF  
EDUCATIONAL  
MEDIA AND  
TECHNOLOGY

EVALUATION  
AND SELECTION

# CAREER EDUCATION

An Annotated Instructional Materials List K-12

Division of Evaluation and Selection  
Department of Educational Media and Technology  
Montgomery County Public Schools  
Rockville, Maryland

## TABLE OF CONTENTS

Foreword . . . . .	vii
Acknowledgements . . . . .	v
Elementary Instructional Materials . . . . .	1
Secondary Instructional Materials . . . . .	59
From the MCPS Film Library . . . . .	159
Professional Resources from the Educational Materials Laboratory . . . . .	205
Government Pamphlets . . . . .	219

## ACKNOWLEDGEMENTS

This bibliography represents a contribution of much time and effort on the part of many people. Some of them are:

Mrs. Frances Dean, Coordinator, Division of Evaluation and Selection  
Mrs. Brady Fletcher, Teacher Specialist, Division of Career and Vocational Education  
Miss Sue Freienmuth, Teacher Specialist, Division of Career and Vocational Education  
Mrs. Mary Hemphill, Typist, Division of Evaluation and Selection  
Mrs. Joanne Hooper, Former Librarian, Montgomery County Public Schools  
Mr. Philip Kromnick, Teacher Specialist, Division of Evaluation and Selection, Compiler

## FOREWORD

This bibliography represents a basic list of instructional materials available for the support of career education programs. The materials included have been reviewed and recommended by the Division of Career and Vocational Education. Bibliographic information and annotations are as complete as possible; however, the prices cited should be used only as a rough guide because the prices of many of the materials may have changed recently.

The format of this bibliography is one that may be added to, and supplements to this guide are being planned.

{

# **ELEMENTARY INSTRUCTIONAL MATERIALS . . . .**

**Title:** ADVENTURES IN THE WORLD OF WORK

**Grade Level:** 2-6

**Author:** \_\_\_\_\_

\$72.95/records

**Price:** \$79.95/cassettes

**Publisher:** Random House

12652-1

**Vendor Catalog No.:** 12651-3

6 Filmstrips w/records

**Type:** 6 Filmstrips w/cassettes

**Title Includes:** Who Puts the Light In The Bulb?

Who Puts the Print in the Book?

Who Puts the Ice In The Cream?

Who Puts the Blue In The Jeans?

Who Puts the Room In The House?

Who Puts the Grooves In The Record?

An excellent series showing how a variety of products are made and the kinds of workers involved. Every school should have this series.

---

**Title:** ALL ABOARD! LET'S GO!

**Grade Level:** 1-3

**Author:** \_\_\_\_\_

**Price:** \$46.00

**Publisher:** Troll

**Vendor Catalog No.:** 601151

**Type:** 10 cassettes

Children visit a farm, dairy, airport, weather station, space center, television station, computer center, steel mill, skyscraper and a museum.

**Title:** BASIC CONCEPTS IN ECONOMICS

**Author:** \_\_\_\_\_

**Publisher:** BFA 1973

**Vendor Catalog No.:** VP8000  
VP9000

**Grade Level:** 4-6

\$78.00 records

**Price:** \$90.00 cassettes

6 Sound Filmstrips/records

**Type:** 6 Sound Filmstrips/cassettes

**Titles Include:** Producers and Consumers: Why Do People Work?

Factors of Production: What Do We Need To Get Work Done?

Specialization: How Do We Organize To Get Things Done?

Economic Interdependence: Can We Live By Ourselves?

Saving and Lending: Banks - What Do Banks Do With Our Money?

Our Market Economy: Who Tells People What To Make And Do?

Each filmstrip focuses on situations or problems that are meaningful and related to student life. An inquiry approach is used to raise questions, answer some, suggest how to find more answers. The main emphasis is on economic decision-making-values and choices but problem solving behavior is also a major thrust. An excellent basic economics program, for intermediate grades.

Title: CAN YOU FIX IT?

Grade Level: 4-6

Author: \_\_\_\_\_

Price: \$9.00

Publisher: Media Materials

Vendor Catalog No.: 1109

Type: Cassette, Worksheet

Provides insights into job requirements, activities, and opportunities in the field of mechanics. Children could make a similar tape.

Title: CAREER AWARENESS

Grade Level: 2-6

Author: \_\_\_\_\_

\$44.00 records

Price: \$48.00 cassettes

Publisher: Miller-Brody

FF FSR 430

Vendor Catalog No.: FF FSC 430

4 Filmstrips/records

Type: 4 Filmstrips/cassettes

This series makes children aware of the great diversity of the world of work and the need for many talents. Proceeds from the school, to hospitals, construction and airports. Teacher's guide suggests career projects that can be integrated into the existing curriculum.

**Title:** CAREER AWARENESS

**Grade Level:** 4-6

**Author:** \_\_\_\_\_

\$53.50/ records

**Price:** \$59.50 cassettes

**Publisher:** Westinghouse Learning **Vendor Catalog No.:** 43-C111

43-1111 records 3 Filmstrips w/records

**Type:** 3 Filmstrips w/cassettes

**Titles Include:** Why Work? How Work Becomes a Career?

Thinking About and Planning a Career.

Series intended to help children begin to understand the nature of work and the kinds of work for which they are suited. Emphasizes the importance of career planning.

---

**Title:** CAREER AWARENESS PROGRAM

**Grade Level:** 5-up

**Author:** \_\_\_\_\_

**Price:** \$39.50

**Publisher:** King Features

**Vendor Catalog No.:** \_\_\_\_\_

75 comics (Popeye, covering 15 clusters, involvement poster, bingo game, display rack, teaching guide.

A unique approach to careers which some will enjoy. Comic books create interest, but it would be best to supplement with real pictures. Comic book format explains career possibilities in the 15 career clusters. Given are basic facts about each career field, the range of jobs within each field and training and educational requirements.

11

**Title:** CAREER AWARENESS SERIES K-3

**Grade Level:** K-3

**Author:** \_\_\_\_\_

\$48.00 records

**Price:** \$52.00 cassettes

FSR 430 rec.

4 Filmstrips w/records

**Publisher:** Educational Activities **Vendor Catalog No.:** FSC 430 c. **Type:** 4 Filmstrips w/cassettes

These filmstrips would be useful for young children, but are not necessary for developing concepts presented. Study guide with each title. The usual male-female roles.

---

**Title:** CAREER DISCOVERIES

**Grade Level:** 4-6

**Author:** \_\_\_\_\_

**Price:** \$45.00 ea.

4 Filmstrips

**Publisher:** Guidance Associates **Vendor Catalog No.:** \_\_\_\_\_

**Type:** 4 Cassettes per title.

Titles include: People Who Create Art #9B-301-851  
People Who Help Others #9B-301-695  
People Who Influence Others #9B-301-877  
People Who Make Things #9B-301-794  
People Who Organize Facts #9B-301-836  
People Who Work In Science #9B-301-596

An excellent series to introduce a variety of workers and show their interrelatedness.

<sup>13</sup>  
Title: CAREER EDUCATION PROGRAM, Volume I K-6

Grade Level: K-6

Author: \_\_\_\_\_

Price: \$15.00

Publisher: Houghton-Mifflin

Vendor Catalog No.: 9-60000

Type: Prof. Loose Leaf Notebook

A continuing grade-to-grade sequence of lessons and activities which develop career concepts at all grade levels. A good resource for an entire school program.

---

Title: CAREER EDUCATION RESOURCE GUIDE

Grade Level: Prof.

Author: \_\_\_\_\_

Price: \$4.95

(Silver Burdette)

Publisher: General Learning

Vendor Catalog No.: \_\_\_\_\_

Type: book

An excellent professional resource with practical classroom ideas for kindergarten through junior high school.

13

8

**Title:** CAREER KALEIDOSCOPE

**Grade Level:** 2-5

**Author:** \_\_\_\_\_

**Price:** \$65.00

**Publisher:** Miller-Brody

**Vendor Catalog No.:** XX106/10

**Type:** 5 Filmstrips/Cassettes

**TITLES INCLUDE:** All Around The Shopping Mall - Retailing  
Check In, Check Up - Hospital  
In TV, You Could Be - Television  
One For All At City Hall - City Government  
Up, Up and Away - Airport

Children are familiarized with the jobs people do in various areas of specialization.

14

9

**Title:** CAREER PICTURES

**Grade Level:** 1-6

**Author:** \_\_\_\_\_

**Price:** \$2.49 per set

**Publisher:** Xerox

**Vendor Catalog No.:** 777-793

**Type:** Prints

Large (14½" x 17") photo of workers on the job. Each kit explores one of the fifteen job categories. Workers depicted represent a wide range of ages, ethnic groups and both sexes. Jobs range from entry level positions to highly skilled technical and professional careers. Each kit has ten pictures plus suggestions for follow-up activities. Sets include:

Marketing and Distribution #778

Business and Office #777

Construction #780

Communication and Media #779

Transportation #782

Manufacturing #781

Marine Science #784

Agri-Business #783

Public Services #786

Environmental Control #785

Hospitality & Recreation #788

Health #787

Fine Arts & Humanities #790

Personal Service #789

Composite Pictures from

Consumer & Homemaking #791

Above #792

All 15 Sets #793 \$29.95

33

**Title:** CAREERS **Grade Level:** 5-up  
**Author:** \_\_\_\_\_ **Price:** \$3.99  
**Publisher:** Parker Brothers **Vendor Catalog No.:** \_\_\_\_\_ **Type:** Game

Children will enjoy this game which will raise their interest and awareness of careers.

---

**Title:** CITY PROBLEMS AND ALTERNATIVES **Grade Level:** 2-6  
**Author:** \_\_\_\_\_ **Price:** \$78.00 records  
**Publisher:** Baily Film 1972 **Vendor Catalog No.:** VN5000 \$90.00 cassettes  
**Price:** 6 Filmstrips w/records  
**Type:** 6 Filmstrips w/cassettes

**Titles Include:** Transportation in the City  
The Inner City: Isolation and Unemployment  
Pollution, Part I: The City's Air  
Pollution, Part II: Water and Garbage  
Planning our Cities  
A New Town

18

**Title:** COMMUNICATIONS SET

**Grade Level:** K-3

\$57.50

**Author:** \_\_\_\_\_

**Price:** \$ 7.75 ea.

**Publisher:** McGraw-Hill 1968-69

**Vendor Catalog No.:** 641261-X

**Type:** 8 Captioned Filmstrips

Emphasizes communication of news and ideas. Captionless sequences stimulate students to study visuals and compare and contrast ideas.

**TITLES INCLUDE:** Communicating Ideas

The Newspaper

Television

Radio

Motion Pictures

The Telephone

Books; Communicating Without Words

**Title:** COMMUNITY ADVENTURES

**Grade Level:** 1-3

**Author:** \_\_\_\_\_

**Price:** \$58.25 a set

**Publisher:** Eyegate 1974

**Vendor Catalog No.:** TF 256

**Type:** 6 Filmstrips, 3 cassettes

Each of these six stories depicts, through on-location photography, a real life city adventure. The adults in these filmstrips are positive images with whom children can identify. They include the policeman, the fireman, the teacher, the butcher, the doctor, the director of recreation, the crossing guard, and the parent. All are workers with whom children come in contact in the "adventures." Good for grades 1 & 2 Social Studies Program. **Titles Include:** The Case of the Missing Dog; A Trip to the Clinic; Fire on 22nd. Street Surprise! Surprise!; Wind-Up in the Park; Farewell Party at School

Title: COMMUNITY HELPERS

Grade Level: K-3

Author: \_\_\_\_\_

Price: \$1.95 set

Educational

12 Teaching

Publisher: Reading 1972

Vendor Catalog No.: \_\_\_\_\_

Type: Pictures

The usual helpers but inexpensive. A good motivation to collect more.

Title: COMMUNITY HELPERS

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

\$45.00 records

Price: \$48.00 cassettes

Teaching

710140 rec.

6 Filmstrips w/ 3 records

Publisher: Resources Films

Vendor Catalog No.: \_\_\_\_\_

710141 cas.

Type: 6 Filmstrips w/ 1 cassette

Introduction to activities and services of a community. Presents people who work with mail, money, weather and in transportation, communication and offices.

18

Title: COMMUNITY HELPERS

Grade Level: K-3; 4-6;

Author: \_\_\_\_\_

Price: See titles below

Publisher: SVE

Vendor Catalog No.: \_\_\_\_\_

Type: 8 color prints each title

<u>TITLES INCLUDE:</u> Dairy Helpers	#SP-122
Fire Department Helpers	#SP-120
Police Department Helpers	#SP-119
Postal Helpers	#SP-121
Supermarket Helpers	#SP-123

\$ 8.00	K-3
\$12.00	4-6
\$ 8.00	K-3
\$ 8.00	K-3
\$ 8.00	K-3

A variety of related workers within the different categories. Good photographs.

---

Title: COMMUNITY HELPERS

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$1.95 set

Publisher: Standard Publishing Co.

Publisher: Cincinnati

Vendor Catalog No.: 2320

Type: 12 Pictures 8½" x 11"

The community helpers are shown in drawings. Depicts occupational dress and surroundings.

COMMUNITY HELPERS SET I

Title: PROFESSIONAL WOMEN SET II

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$2.50 ea.

Feminist Resources For

Publisher: Equal Education Vendor Catalog No.: \_\_\_\_\_

Type: Pictures

Both sets show women in a variety of work roles.

Title: COMMUNITY SERIES

Grade Level: 3-6

Author: \_\_\_\_\_

Price: \$49.50

Publisher: McGraw-Hill 1969

Vendor Catalog No.: \_\_\_\_\_

Type: 7 Filmstrips

To most youngsters, a community is "where I live". This series can help children widen their concepts and deepen their understanding of what a community really is. The different types. . .how they function. . .the services they provide. Many sequences in the series are without captions. These uncaptioned frames are excellent for initiating student comment and discussion while the filmstrips are being used.

Title: COMMUNITY SERIES: AGRICULTURE & INDUSTRY SET

Grade Level: 2-6

\$57.50 set

Author: \_\_\_\_\_

Price: \$ 7.75 ea.

Publisher: McGraw-Hill 1969

Vendor Catalog No.: 641290-3

Type: 8 Captioned Filmstrips

Titles Include: Modern Agriculture

Manufacturing Trucks

Vegetables and Fruits

Modern Industry

Dairy and Beef Cattle

Manufacturing Clothing

Cotton and Wool Fibers

Building Houses

Emphasizes production and distribution of goods and community services.

Captionless sequences stimulate students to study visuals and compare and contrast ideas.

---

Title: COMMUNITY WORKERS AND HELPERS

Grade Level: K-3

\$32.50 records

Author: \_\_\_\_\_

Price: \$36.50 cassettes

Publisher: SVE

JF210-SAR rec. 4 Filmstrips-records

Vendor Catalog No.: JF210-SATC

Type: 4 Filmstrips-cassettes

Portraying people in true-life situations. Introduction to many types of unusual kinds of work. Shows interrelationship between workers.

Group I: School Workers, Library Workers, Supermarket Workers.

21

**Title:** CREATIVE FOOD EXPERIENCES FOR CHILDREN

**Grade Level:** Professional

**Author:** Goodwin, Mary T. & Pollen, Gerry

**Price:** \$2.00 (school people)

Center for Science in 1974

**Publisher:** the Public Interest / Vendor Catalog No.:

**Type:** Book

Useful for any food-related experiences with children. A resource book for teachers. Includes recipes, resources, related food activities, celebrations. Encourages nutritious eating habits. One of the best professional references available.

**Title:** THE DAIRY FARM AND THE DAIRY

**Grade Level:** K-3

**Author:** \_\_\_\_\_

**Price:** \$52.00

**Publisher:** Bailey Film 1969

**Vendor Catalog No.:** V78000

**Type:** 4 Filmstrips/Records

The dairy farm owner today is a combination farmer and businessman, but every member of the farm family still helps with the work from the youngest up. The modern 214 acre dairy farm of a Wisconsin family is the setting for this introduction to how dairy products are produced. Crops are an important part of the dairy farm, but everything revolves around the herd of 40 dairy cows. The two final strips show how the milk is processed at the cooperatives into cheese, butter, dry milk, etc., for a comprehensive look at modern dairy farming.

TITLES INCLUDES: Raising Cows On The Farm  
Growing Things On the Farm  
Milk and Butter At The Dairy  
Making Cheese At The Dairy

(Developing Understanding of

**Title:** DUSO 1 & 2 KITS- Self and Others)

**Grade Level:** K-3; 3-4

\$95.00

**Author:** \_\_\_\_\_

**Price:** \$98.00

American

**Publisher:** Guidance Service

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit

DUSO-1: Useful for developing self-awareness and improving communication skills.  
21 records #C-280; 5 Cassettes #C-281;

DUSO-2: Develops self-awareness and skills for making choices. Materials included specifically for career awareness.  
17 records #C-287; 5 Cassettes #C-288;

(Both kits are excellent materials. Preview before ordering.)

A year-long program of activities to stimulate social and emotional development. Contents include: Manual; cassettes or records; group discussion cards; story-books; posters and easel; puppets and props; playing cards.

24

19

**Title:** EARLY CAREER BOOKS

**Grade Level:** 2-6

**Author:** \_\_\_\_\_

**Price:** \$47.40 set  
\$ 3.95 ea.

**Publisher:** Lerner

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** 12 Volumes

**TITLES INCLUDE:** Careers At A Telephone Company  
Careers In A Bank  
Careers In Baseball  
Careers In Computers  
Careers In A Department Store  
Careers In Football

Careers In Hockey  
Careers In Medical Center  
Careers In Printing  
Careers With A Police Department  
Careers In A Television Station  
Careers With An Airline

This new series is designed to acquaint the primary age child with the world of occupations. Each book examines various jobs within a field explaining why each is important and emphasizing jobs not requiring college degrees. The information text is accompanied by full-color photographs which show actual work situations. An excellent easy to read series.

**Title:** EARLY CAREER STUDY PRINTS

**Grade Level:** \_\_\_\_\_

**Author:** \_\_\_\_\_

**Price:** \$119.40 (12 Sets)

**Publisher:** Lerner

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** 12 Sets

Study prints are coordinated with the early career books but may be used independently. The full color 14x11 inch prints (printed on heavy stock with rounded corners and pin holes) show actual job situations. The reverse side includes material for vocabulary exercises and discussion questions. Each set has an accompanying teacher's guide with suggested classroom project.

---

**Title:** ECONOMICS IN THE HOME, SCHOOL AND COMMUNITY PROGRAM

**Grade Level:** 2-4

**Author:** \_\_\_\_\_

\$250.00 records

**Price:** \$325.00 cassettes

**Publisher:** AIMS

**Vendor Catalog No.:** \_\_\_\_\_

F200 records      Filmstrips/Records

F302 cas.      **Type:** Filmstrips/Cassettes

TITLES INCLUDE:    Distribution of Goods  
                         Division of Labor  
                         Interdependence

Money and Barter  
Supply and Demand

Each kit presents a separate economic concept that will assist students in better understanding the role of economics in their home, school and community.

26

Title: EXPLORING CAREERS - GROUP

Grade Level: 3-9

Author: \_\_\_\_\_

\$54.00 Records

Price: \$60.00 Cassettes

Publisher: SVE

Vendor Catalog No.: \_\_\_\_\_

610-SAR Records 6 Filmstrips/3 Records  
610-SATC Type: 6 Filmstrips/3 Cassettes

TITLES INCLUDE: The Telephone Installer      The Automotive Mechanic  
The Broadcast Technician      The Airline Cabin Attendant  
The Newspaper Reporter      The Long Haul Truck Driver

This series is designed to provide the student with the facts by which he may evaluate her or his own chance of satisfaction and success in specific job situations. Each occupation is presented within its industry setting and presents the contribution the work makes to society.

Title: FOCUS ON SELF-DEVELOPMENT: STAGE ONE, STAGE TWO

Grade Level: K-4

STAGE ONE: AWARENESS; STAGE TWO: RESPONDING

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: SRA

Vendor Catalog No.: \_\_\_\_\_

Type: Kit

Stage One: Awareness	#5-3500 I-Records	\$119.00
Stage One: Awareness	#5-3560 I-Cassettes	\$133.00
Stage Two: Responding	#5-3600 II-Records	\$133.00
Stage Two: Responding	#5-3660 II-Cassettes	\$149.00

Units emphasize the child's understanding of self, others and their environment. A variety of approaches stimulate thought and discussion.

**Title:** FOREST AND FOREST PRODUCTS

**Grade Level:** 4-6

**Author:** \_\_\_\_\_

**Price:** \$40.00

**Publisher:** Bailey Film 1966

**Vendor Catalog No.:** 328000

**Type:** 5 Captioned Filmstrips  
Series

**TITLES INCLUDE:**

Redwood Lumber Industry: The Lumber Mill

Redwood Lumber Industry: The Planing Mill

Plywood Industry

Paper Industry: Trees In The Forest

Paper Industry: The Paper Mill

Today, trees are grown on tree farms. This series examines the Pacific Coast lumber industry from the planting of trees to the end products of finished lumber, plywood, and paper. Heavy equipment is shown in operation as are the jobs, from the "toppers" who trim the trees before they are felled, to the operators of the papermaking machines and the forklift trucks.

28

23

Title: FOUNDATIONS FOR OCCUPATIONAL PLANNING

Grade Level: 4-6

Author: \_\_\_\_\_

\$28.25 Set of 5

Price: \$ 6.25 Each

Publisher: SVE Vendor Catalog No.: J778-SA

Set of 5

Type: Filmstrips

TITLES INCLUDE: Who Are You? #778-1  
What Do You Like To Do? #778-2  
What Is Your Job? #778-3  
What Are Job Families? #778-4  
What Good Is School? #778-5

Helps students to evaluate their individual characteristics and relate them to the world of work. These are drawings, not photographs.

---

Title: FREE TO BE....YOU AND ME

Grade Level: K-6

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: McGraw-Hill 1974 Vendor Catalog No.: \_\_\_\_\_

Type: Book and Record

Every school should have this delightful collection of stories, songs, etc. which imaginatively underlines important life-enhancing values. Excellent resource for activities dealing with breaking sex-role stereotyping.

Title: HANDBOOK OF JOB FACTS

Grade Level: 6-up

Author: \_\_\_\_\_

Price: \$5.75

Publisher: SRA

Vendor Catalog No.: 5-110

Type: Book

Chart form of facts about duties, education, training qualifications, etc.  
for 300 jobs.

---

Title: A HIGHWAY TO WORK AND PLAY

Grade Level: K-6

Author: \_\_\_\_\_

for each of  
Price: \$32.00 6 levels

Publisher: McKnight 1974

Vendor Catalog No.: \_\_\_\_\_

Series of 16 worksheets  
Type: & teachers guide-each grade  
level.

A series of worksheets, similar to Weekly Reader providing career information.  
Contains stories, poems, cartoons, puzzles, writing activities.

Title: HOME AND COMMUNITY HELPERS

Grade Level: K-6

Author: \_\_\_\_\_

Price: \$2.80 Set

Publisher: David C. Cook

Vendor Catalog No.: 07203

12 Pictures 11x14

Type: Teachers Guide

Pictures illustrate a variety of community helpers.

---

Title: THE INTERNATIONAL AIRPORT

Grade Level: K-4

Author: \_\_\_\_\_

Price: \$15.00 Set

Publisher: BFA 1969

Vendor Catalog No.: 209000

12 Study Prints,  
Type: Color, (11x14)

The modern airport has become a major transportation center in cities throughout the world. Huge industries have grown up around the desire to move people and goods quickly to any part of the globe. This set shows the intricate workings of the large airport, the cooperation among the many skills required, the new emphasis on air freight, and the growing use of private planes and community airports in an increasingly air-conscious civilization.

31

**Title:** THE JELLY BEAN COMPANY

**Author:** \_\_\_\_\_

**Publisher:** BFA

**Vendor Catalog No.:** \_\_\_\_\_

Part I: Making and Selling Goods

#VCV000

Part I: Making and Selling Goods

#VCW000

Part II: Performing Services

#VCX000

Part II: Performing Services

#VCY000

**Grade Level:** 4-6

\$85.00 FS/Rec.

**Price:** \$97.00 FS/Cass.

6 Filmstrips/6 Records

**Type:** 6 Filmstrips/6 Cassettes

6 Filmstrips/6 Records

6 Filmstrips/6 Cassettes

6 Filmstrips/6 Records

6 Filmstrips/6 Cassettes

Mr. Fielding, an interesting character who loves to eat only a little less than he loves to try new ideas, decides to form his own company to distribute jelly beans.

His success in the business leads to problems of growth and to a concern for the company's position in the society. As students follow the antics of Mr. Fielding and continue their investigations through the activities described on the activity cards, they learn: To name more than 150 occupations related to manufacturing, selling, and serving; To begin to classify jobs into clusters that can be extended to other related jobs; To describe different life styles and relate them to possible careers; To associate workers with services they perform; To name different ways in which career training can be achieved; To tell why different jobs in manufacturing, selling, and serving are important.

**Title:** JOB EXPERIENCE KIT

**Grade Level:** 6-up

**Author:** \_\_\_\_\_

**Price:** \$150.00

**Publisher:** SRA

**Vendor Catalog No.:** 5-4000

**Type:** Kit

Work simulation experiences in twenty representative occupations. Students solve problems typical of twenty representative occupations.

---

**Title:** KEYS-CAREER EXPLORATION PROGRAM

**Grade Level:** 6-up

**Author:** \_\_\_\_\_

**Price:** \$120.00

**Publisher:** SRA

**Vendor Catalog No.:** 5-3050

**Type:** 10 Filmstrips  
Cassettes and Guides

Introduces today's world of work and encourages job exploration. Nine strips show on the job interviews. The first introduces ten job families.

23

Title: LEARNING ABOUT CAREERS

Grade Level: K-6

Author: \_\_\_\_\_

Price: \$5.15 Set

Publisher: David C. Cook 1974 Vendor Catalog No.: 74450

20 Pictures 12x17

Type: Resource Manual

Some drawings and some real pictures of workers. Nothing unusual.

---

Title: LET'S IMAGINE GOING PLACES

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$46.00

Publisher: Troll

Vendor Catalog No.: \_\_\_\_\_

Type: 10 Cassettes

As children talk with community helpers they discover people, places, products and services which make a town a good place to live.

34

Title: LIFE IN RURAL AMERICA

Grade Level: 3-up

Author: \_\_\_\_\_

National Geographic

Publisher: Society 1973

Vendor Catalog No.: \_\_\_\_\_

Price: \$67.50

Records or

Cassettes

Filmstrips/Records

Type: Filmstrips/Cassettes

Each filmstrip focus on real people in occupations; family farmers, harvesters, cowboys, coal miners and Alaskan pioneers. Highly praised in Learning, May/June 1973, p. 33.

---

Title: LIFE ON THE FARM: MILKING; FEEDING ANIMALS; HAYING

Grade Level: K-3

Author: \_\_\_\_\_

Encyclopedia

Publisher: Britannica

Vendor Catalog No.: 7680

Price: \$36.00

Type: 6 Filmstrips

As they help with the chores, two city children see many aspects of farm life. Real life photography shows delights of country life.

35

**Title:** LIVING AS NEIGHBORS AND OUR GROWING CITY

**Grade Level:** 1-4

**Author:** \_\_\_\_\_

**Price:** \$78.00 FS/Records

**Price:** \$90.00 FS/Cassettes

**Publisher:** Bailey Film 1970

**Vendor Catalog No.:** VH1000

VM9000

**Type:** 6 Filmstrips/Records

6 Filmstrips/Cassettes

**TITLES INCLUDE:** Our Neighborhood

From Forest To City

Signs In The City

We Need Other People

How Is TV Like A Ship?

The Story of Cities

This series of filmstrips is correlated with the books of the same titles in the Holt Social Studies Program. The first three strips introduce the people and the variety of resources in a neighborhood within the city. The central characters, who are multi-ethnic, examine signs, transportation, and communication to learn about their neighborhood. The next two strips develop further the concepts of the needs of people in a city, the many services and materials required daily, and people's dependence upon one another. The final strip traces the evolution of settlements from prehistoric times to the present.

26

**Title:** LIVING ENVIRONMENT

**Grade Level:** 2-6

**Author:** \_\_\_\_\_

\$52.00 Records

**Price:** \$60.00 Cassettes

**Publisher:** BFA

VR3000

**Vendor Catalog No.:** VR4000

4 Filmstrips/Records

**Type:** 4 Filmstrips/Cassettes

TITLES INCLUDE:    A City is . . .  
                          City Experiences  
                          City Moods  
                          Two Urban Centers

How do problems of pollution, transportation, unemployment, and overcrowding affect living in the city? How does a city function economically? A well-done presentation showing a variety of aspects of city living.

37

32

**Title:** MAN AND ENVIRONMENT: CRAFTS AND RESOURCES

**Grade Level:** 3-6

**Author:** \_\_\_\_\_

**Price:** \$104.00 Records

\$120.00 Cassettes

**Publisher:** BFA 1972

**Vendor Catalog No.:** VN7000

8 Filmstrips/Records

**Type:** 8 Filmstrips/Cassettes

**TITLES INCLUDE:**

Wooden Trunks

Stone Grinding Tablets

Plant-Fiber Bags

Cane Baskets

Reed Mats

Reused-Tin Braziers

Woolen Blankets

Decorative Crafts

The series explores a unique aspect of comparative geography - the effect of natural environment on the development of regional crafts. Man has basic needs, and using materials available he creates objects to meet those needs. Specific environments require special tools and utensils, and depending on the geography of the region, certain crafts are developed: baskets are made where cane and water are abundant; pottery is made where the soil and sand are available. The traditional craftsman produces what his society needs by combining his skill with the resources of his environment. Excellent!

88

**Title:** MAN AND THE CITIES SERIES

**Grade Level:** 2-6

**Author:** \_\_\_\_\_

\$78.00 Records

**Price:** \$90.00 Cassettes

**Publisher:** BFA

VN3000

**Vendor Catalog No.:** VN4-000

6 Filmstrips/Records  
**Type:** 6 Filmstrips/Cassettes

**TITLES INCLUDE:**

Economics of the City  
The Life Cycle of the City  
Economics of Change: Westwood Village  
A City Needs Goods  
A City Needs Services  
Specialization and Mass Production  
Cities Are Run by People

---

**Title:** MEDICAL SERVICES IN THE COMMUNITY

**Grade Level:** 1-5

**Author:** \_\_\_\_\_

**Price:** \$58.25

**Publisher:** Eyegate 1974

**Vendor Catalog No.:** H551

**Type:** 6 Filmstrips/3 Cassettes

This set offers an up-to-date view of essential community services and develops understandings of the scope of each service itself. Well done.

**TITLES INCLUDE:**

Doctor  
Nurse  
Pharmacist  
Optometrist  
Dental Assistant  
Veterinarian

39

**Title:** MOVING GOODS FOR PEOPLE IN THE CITY

**Grade Level:** 1-3

**Author:** \_\_\_\_\_

**Price:** \$12.00

**Publisher:** Standard Publishing

**Publisher:** Company, Cincinnati

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Study Prints/1 Record

Includes ocean freighter, railroad cars, fuel oil tank, barge and big boat, jet freighter, freight yards, concrete truck, moving van and truck terminal.

---

**Title:** MY HOME AND ME

**Grade Level:** 1-5

**Author:** \_\_\_\_\_

\$70.20 Records

Encyclopedia

6452

**Price:** \$80.73 Cassettes

**Publisher:** Britannica

**Vendor Catalog No.:** 6452K

6 Filmstrips/Records

**Type:** 6 Filmstrips/Cassettes

**TITLES INCLUDE:**    My Seacoast Home  
                              My Ranch Home  
                              My City Home

My Forest Home  
My Navajo Home  
My Island Home

A variety of homes are examined from the view point of an eight-year-old child. They describe their homes, how they live, work, play and explore their environments. Students can compare the different families.

**Title:** MY MOTHER WORKS

**Grade Level:** 1-5

**Author:**

**Price:** \$58.25

**Publisher:** Eyegate 1974

**Vendor Catalog No.:** X5X3

**Type:** 6 Filmstrips/3 Cassettes

TITLES INCLUDE:

At Home

In A Store

In An Office At Home

In A Profession

In A Business Office

At A Surprising Job

This set introduces children to some of the jobs that many women have and to show how these jobs fit into the life and routine of the mother with a family. Five of the strips show mothers in stereotyped roles. However the last "A Surprising Job" shows mothers in many untypical roles. The set is well done.

**Title:** OFF WE GO . . .

**Grade Level:** K-4

**Author:** \_\_\_\_\_

Guidance

**Price:** \$20.00 each  
1 Filmstrip/1 Cassette

**Publisher:** Associates 1974      **Vendor Catalog No.:** \_\_\_\_\_

**Type:** per Title

TITLES INCLUDE:

Off We Go To The Aquarium	#2F-300119
Off We Go To The Bike Factory	#2F-300218
Off We Go To The Auto Proving Ground	#2F-300150
Off We Go To The House Built In A Hurry	#2F-300135
Off We Go To The Orange Grove	#2F-300176
Off We Go To The Poster Printer	#2F-300192

A series of unique field trips showing a variety of workers. Emphasizes people and how they work together in a variety of places. An excellent series.

52

**Title:** PROGRAMMED WORK AWARENESS KIT: LEVEL B  
WORKERS WE KNOW

**Grade Level:** 1-3

**Author:** Chronicle

**Price:** \$150.00

**Publisher:** Guidance 1973

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit, Puppets, Books, Records, Filmstrips, Games, etc.

Thirty-six weekly units to be used as an introduction for children to workers.  
Many materials are used. Other kits are planned as a K-6 program.

---

**Title:** REAL PEOPLE AT WORK SERIES

**Grade Level:** \_\_\_\_\_

**Author:** \_\_\_\_\_

**Price:** \$16.50

Set of 10 books on

**Publisher:** Changing Times

**Vendor Catalog No.:** Series A-G **Type:** each series.

Each booklet in the series portrays a worker representative of a career cluster.  
The booklets are excellent and interesting. Activities, tools, products and the like are shown, all unique to the occupation. Easy reading levels which vary.

43

**Title:** REGIONS OF THE UNITED STATES

**Grade Level:** 4-7

**Author:** \_\_\_\_\_

\$81.90 Records

**Price:** \$94.19 Cassettes

Encyclopedia

6447

**Publisher:** Britannica

**Vendor Catalog No.:** 6447K

7 Filmstrips/Records

**Type:** 7 Filmstrips/Cassettes

**TITLES INCLUDE:**

The Northeast

The Interior West

The South

The Pacific West

The Great Plains

I'm The Man Who Built This Nation

Introduces students to the land and people of our country. Examines physical and economic characteristics. Uses folk songs appropriate to regions and their history in background.

---

**Title:** SCHOLASTIC DIMENSION-CAREERS UNIT

**Grade Level:**   

**Author:** \_\_\_\_\_

**Price:** \$19.50

**Publisher:** Scholastic

**Vendor Catalog No.:** 6278

**Type:** Kit

An interesting collection of games, instructional aids and ideas, and consumable materials for a variety of career-related activities.

44

Title: SCHOOLS, FAMILIES, AND NEIGHBORHOODS

Grade Level: K-6

Author: \_\_\_\_\_

Price: \$135.00

Publisher: Field Educational

Vendor Catalog No.: 02141

Type: Kit

An excellent kit with records, books and beautiful, sturdy pictures. Every school should have this kit.

---

Title: SERVICES IN THE COMMUNITY

Grade Level: 1-5

Author: \_\_\_\_\_

Price: \$58.25

Publisher: Eyegate 1974

Vendor Catalog No.: H552

Type: 6 Filmstrips/3 Cassettes

TITLES INCLUDE:    Beautician/Barber  
                          Laundry/Cleaner  
                          Florist

                          Jeweler  
                          Banker  
                          Librarian

This series portrays some of the services provided in most every community.  
Very good.

45

**Title:** SIX FAMILIES IN THE UNITED STATES

**Grade Level:** \_\_\_\_\_

\$70.20 Records

**Author:** \_\_\_\_\_

**Price:** \$80.73 Cassettes

Encyclopedia

6446

6 Filmstrips/Records

**Publisher:** Britannica

**Vendor Catalog No.:** 6446K

**Type:** 6 Filmstrips/Cassettes

**TITLES INCLUDE:**

The McBee's Leave Kentucky

The Garner's Move To The City

The Patterson's Live On A Farm

The Batista's Buy A Store

The Davis' Live On A Project

The Chang's Celebrate The New Year

Intimate views of families shows family's cultural background, structure and financial situation. Five live in cities. Factors which enrich people's lives as well as those that create problems are shown.

---

**Title:** SYSTEMS IN OUR CITY

**Grade Level:** 3-6

**Author:** \_\_\_\_\_

**Price:** \$49.50

**Publisher:** McGraw-Hill 1968-69

**Vendor Catalog No.:** 641280-6

**Type:** 7 Captioned Filmstrips

**TITLES INCLUDE:**

Getting Goods and Services

Gas

Manufacturing

Electricity

Postal

Water and Sewage

Service Workers

Emphasizes the distribution of community services. Captionless sequences stimulate students to study visuals and compare and contrast ideas.

26

TEACHING FOR CAREER DEVELOPMENT IN THE ELEMENTARY

**Title:** SCHOOL - A LIFE-CENTERED APPROACH

**Grade Level:** Professional

**Author:** \_\_\_\_\_

**Price:** \$10.60

**Publisher:** Charles A. Jones

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Professional Book

A practical guide to planning career awareness activities. Specific examples, materials, and ways to involve community talent are given. Quite good.

47

42

**Title:** TRANSPORTATION

**Author:** \_\_\_\_\_

**Publisher:** BFA 1969

**Vendor Catalog No.:** VT3000

321000

**TITLES INCLUDE:** What You'd See At The Airport  
Who Works At The Airport  
What You'd See At The Harbor  
What You'd See  
At The Railroad Terminal

**Grade Level:** 3-5

\$104.00 Records

**Price:** \$120.00 Cassettes

8 Filmstrips/Records

**Type:** 8 Filmstrips/Cassettes

Who Works

At The Railroad Terminal

What You'd See At The Bus  
and Truck Terminals

Who Works At The Bus and  
Truck Terminals

This series shows how people work with each other and with complex equipment to make possible the variety of transportation methods used today. Four types of transportation are covered with two strips for each. The first strip in each pair describes the activities, equipment, buildings, and machines to be found in the environment. The second strip shows the great variety of workers needed, what they do, and how each contributes to the complete operation.

48

Title: TYPES OF CITIES

Grade Level: 3-6

Author: \_\_\_\_\_

\$57.50 Set

Price: \$ 8.75 Each

Publisher: McGraw-Hill 1969

Vendor Catalog No.: 641310-1

Type: 8 Captioned Filmstrips

TITLES INCLUDE: The Commercial City

The Market Town

The Resort City

The Mining Town

The Manufacturing City

The Fishing Town

The Capital City

The Suburb

Explores the variety of types of communities. Captionless sequences, stimulate students to study visuals and compare and contrast ideas.

49

44

**Title:** WHAT CAN SHE BE?

**Grade Level:** 3-6

**Author:** \_\_\_\_\_

**Price:** \$4.14 each

**Publisher:** Lothrop Lee and

Shepard Company

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Books

Presents women in a variety of occupational roles. Highly recommended!

**TITLES INCLUDE:** What Can She Be? A Newscaster  
What Can She Be? A Lawyer  
What Can She Be? A Veterinarian  
What Can She Be? An Architect

---

**Title:** WHAT DOES YOUR DAD DO?

**Grade Level:** K-6

**Author:** \_\_\_\_\_

**Price:** \$69.00

**Publisher:** Jam Handy

**Vendor Catalog No.:** JH-3720FR

**Type:** Filmstrips/Records

The usual occupations are shown. Emphasize with these what mother's do.

**Title:** WHAT I LIKE TO DO

**Grade Level:** 4-7

**Author:** \_\_\_\_\_

**Price:** \$9.72

**Publisher:** SRA

**Vendor Catalog No.:** 5-41531

**Type:** Pkg. of 25 booklets,  
answer sheet/teacher's  
guide.

Easy to use interest inventory of students preferences.

51

46

Title: WHERE AND HOW PEOPLE WORK AND LIVE

Grade Level: 1-4

Author: \_\_\_\_\_

Price: \$52.00

Publisher: BFA 1969

Vendor Catalog No.: 322000

Type: 4-Filmstrips/Records

TITLES INCLUDE: Where In The World Do You Live?  
From Place To Place  
Food From Farm To Family  
Clothes From Head To Toe

A great many types of workers, skills, and equipment are needed to keep our society running smoothly. After providing understandings of distance, transportation, and communication, this series introduces the basic primary concepts of economic interdependence and how goods flow from producer to consumer. Communication and transportation are seen in the series as two-way streets, and the importance of cooperation between skills is emphasized with the concept of "teams" of producers, processors, manufacturers, distributors, and consumers.

**Title:** WHO HELPS US

**Grade Level:** K-3

**Author:** \_\_\_\_\_

\$130.00 Records

**Price:** \$185.00 Cassettes

10 Filmstrips/Records

**Publisher:** BFA 1970

**Vendor Catalog No.:** VE1000 VG2000

**Type:** 10 Filmstrips/Cassettes

<u>TITLES INCLUDE:</u>	The Fire Department	The Dentist
	The Police Department	The Dairy
	The Supermarket	The Library
	The Bakery	The Post Office
	The Service Station	The Laundry

This series emphasizes the interdependence of people, goods, and services in a community. Some helpers keep us healthy and clean; some protect our lives, others make it easier to get the things we need. In some way, all make our life safer, happier, and healthier. Through specialization of labor, goods and services are offered at a minimum cost and with a maximum of efficiency. .

**Title:** WILLIAM, ANDY AND RAMON AND FIVE FRIENDS AT SCHOOL

**Grade Level:** 1-4

**Author:** \_\_\_\_\_

**Price:** \$78.00 Records

**Price:** \$90.00 Cassettes

**Publisher:** BFA 1968

**Vendor Catalog No.:** V06000

**Price:** 6 Filmstrips/Records

**Type:** 6 Filmstrips/Cassettes

**TITLES INCLUDE:** Our Families

We Live Here

We All Work

Our School

We Learn On A Trip

Finding Our Way

Representing different racial and national origins, William, Andy, and Ramon demonstrate the type of friendship that can exist between three boys and their friends in a big city. In this series they tell about themselves, their families, their school, and their city. Although each child has a different point of view, they all have similar positive attitudes; they are proud of their parents, their school, and their backgrounds. Experiences and problems familiar to young people in a complex urban environment are described in such a way as to promote identification and understanding. Useful for developing self-awareness.

54

**Title:** WOMEN WHO CHANGED THINGS

**Grade Level:** 2-6

**Author:** \_\_\_\_\_

\$75.00 Records or Cassettes

Audio-Visual

**Price:** \$20.00 Each

Filmstrips/Records

**Publisher:** Instructional Devices **Vendor Catalog No.:** \_\_\_\_\_

**Type:** Filmstrips/Cassettes

Designed to be used in social studies curriculum. Explores lives of five women, tracing their work and changing roles of women in society. Will serve as a tool for understanding the women's movement. Series includes:

Phillis Wheatly

Frances Perkins

Emma Lazarus

Shirley Chisholm

Jane Addams

**Title:** THE WONDERFUL "WORLD OF WORK" K-3 SERIES

**Author:** \_\_\_\_\_

**Publisher:** Denoyer-Geppert

**Vendor Catalog No.:** 600021

**Grade Level:** K-3

\$186.00 Records

**Price:** \$197.00 Cassettes

Entire Set:

**Type:** 11 Filmstrips (Sound)

UNIT 1: 3 Filmstrips/Records or Cassettes #600071

Getting to Know the World of Work

The Newspaper Boy

The Junior Home-Maker at Your Service

UNIT 2: 4 Filmstrips/Records or Cassettes #600011

Electrical Services

Gas and Oil Services

Telephone Services

Mail Delivery

UNIT 3: 4 Filmstrips/Records or Cassettes #600031

Dairy Product Delivery

Drug Store Workers

Supermarket Workers

Service Station Workers

Children are introduced to a variety of workers with whom they come in contact with in daily life.

56

**Title:** THE WONDERFUL "WORLD OF WORK" 4-6 SERIES

**Grade Level:** 4-6

\$210.00 Records (Series)

**Author:** \_\_\_\_\_

**Price:** \$222.00 Cassettes (Series)

**Publisher:** Denoyer-Geppert      **Vendor Catalog No.:** 600081

**Type:** 12 Sound Filmstrips

UNIT 4: 4 Filmstrips/Records or Cassettes      #600041

What Else Do Fathers Do?

Just What Do Mothers Do?

It's In Your Hands

Home Economics

UNIT 5: 4 Filmstrips/Records or Cassettes      #60051

Electrical Workers

Gas and Oil Workers

Technical and Industrial Workers

Telephone Workers

UNIT 6: 4 Filmstrips/Records or Cassettes      #60061

Distributive Occupations

Office Occupations

Health Services

National Resources

Children are introduced to a variety of workers with whom they come in contact in daily life.

57

**Title:** WORK: WIDENING OCCUPATIONAL ROLES KIT

6-up Can be  
**Grade Level:** adapted to grade 5

**Author:** \_\_\_\_\_

**Price:** \$180.00

**Publisher:** SRA      **Vendor Catalog No.:** 5-2950

**Type:** \_\_\_\_\_

**TYPE:** 340 Occupational briefs; handbook of job facts, 5 Jr. guidance booklets, student record books, 2 filmstrips.

Gives each student an opportunity to explore many career areas and to learn more about how to prepare for these careers. For advanced reading level.

---

**Title:** WORKERS OF THE COMMUNITY

**Grade Level:** 1-5

**Author:** \_\_\_\_\_

**Price:** \$58.25

**Publisher:** Eyegate 1974      **Vendor Catalog No.:** H550

**Type:** 6 Filmstrips/3 Cassettes

**TITLES INCLUDE:**    Bus Driver                      Auto Service  
                         Local Newspaper/Printer      Supermarket Manager  
                         Restaurant Helpers              Appliance Repairman

This set develops knowledge about and respect for a variety of community workers. A child is interviewing the worker. This could serve as a model format for your children to conduct their own interviews. Well done.

**Title:** WORKERS SERIES

**Grade Level:** 1-4

**Author:** \_\_\_\_\_

\$63.00 Records

**Price:** \$83.00 Cassettes

8 Filmstrips/4 Records

**Publisher:** Coronet

S168

**Vendor Catalog No.:** M168

**Type:** 8 Filmstrips/8 Cassettes

TITLES INCLUDE: Workers and Their Work  
Workers Who Move Things  
Workers Who Make Things  
Workers Who Sell

Workers Who Fix Things  
Workers Who Provide Food  
Workers Who Provide Services  
Workers in Professions

Gives children an introduction to the complex world of work in terms of their own experiences with a lemonade stand, making cookies, fixing a bicycle, handling a paper route. Shows in easily understood terms such concepts as division of labor, mass production, specialization, goods and services, and the need to perform jobs well.

59

**Title:** WORKING IN U.S. COMMUNITIES

**Grade Level:** 4-6

**Author:** \_\_\_\_\_

\$64.50 Records

**Price:** \$72.50 Cassettes

**Publisher:** SVE

201-SR

**Vendor Catalog No.:** 201-STC

8 Filmstrips/Records/Guides

**Type:** 8 Filmstrips/Cassettes/Guides

GROUP 1: Old Sturbridge and Mystic Seaport: Historic Communities

Douglas, Wyoming: Ranch Community

Rockland, Maine: Coastal Community

Flagstaff, Arizona: Service Community

GROUP 2: New Orleans: Marketing Community

San Francisco: Financial Community

Detroit: Manufacturing Community

Chicago: Transportation Community

Different locations illustrate leading forms of economic activities. Stresses people and their needs showing how these needs are met and how history and geography affect business. An excellent series.

80

**Title:** WORKING TOGETHER ON MAN'S EARTH

**Grade Level:** 3-6

**Author:** \_\_\_\_\_

**Price:** \$43.20

**Publisher:** Encyclopedia Britannica

**Vendor Catalog No.:** 12060

**Type:** 6 Captioned Filmstrips

**TITLES INCLUDE:** Helping One Another  
Farmers Help People  
Cities Help People

A Mining Community  
Two Different Climates  
Two Different Communities

Case studies point out interdependence between geographic regions and economic necessity. Children see how they depend on others for products and services.

---

**Title:** WORLD OF WORKERS

**Grade Level:** 2-4

**Author:** \_\_\_\_\_

**Price:** \$1.25 Each

**Publisher:** Chronicle Guidance/ 1973

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Gamebook

A book introducing 36 occupations in crossword puzzles and fill-in-the-blanks.  
Pictures and poems provide clues to answers. Useful for center ideas.

81

Title: YELLOW PAGES OF LEARNING RESOURCES

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$1.95

Publisher: MIT Press 1972

Vendor Catalog No.: \_\_\_\_\_

Type: Paperback Book

A must for every school. Teachers and students will get many ideas of places to go, things to do, and people to meet. Ways to use your community as a resource for learning.

---

Title: YESTERDAY'S CRAFTS TODAY

Grade Level: 1-5

Author: \_\_\_\_\_

Price: \$58.25

Publisher: Eyegate

Vendor Catalog No.: X503

Type: 6 Filmstrips/3 Cassettes

TITLES INCLUDE: Pottery  
Silverware  
Weaving

Leathercraft  
Cabinet Making  
Printing.

This set shows the production of items made by modern craftspersons, relating this to how the item is mass produced. For example, the student gets an understanding of how cloth is handwoven today, how it has been woven in the past and how modern weaving and knitting machines really do the same basic process at high speeds.

**SECONDARY  
INSTRUCTIONAL  
MATERIALS . . . . .**

£3

**Title:** ACCENT/CONSUMER EDUCATION

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

\$ .87 Each (Student)  
**Price:** \$1.50 (Instruction Copy)

**Publisher:** Follett

**Vendor Catalog No.:** see below **Type:** Pamphlets

**TITLES INCLUDE:** Knowing How To Budget And Buy #2075  
Insuring Your Life, Income, And Property #2076  
Social Insurance #2082  
The Law And You #2078  
Understanding Consumer Credit #2079  
Investing Your Savings #2080  
Teachers Guide For Series #2081

Designed to help the student learn to handle his money and other assets wisely.

**Title:** ACCENT/WORLD OF WORK

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

\$ .75 Each (Student)  
**Price:** \$1.50 (Instruction Copy)

**Publisher:** Follett

**Vendor Catalog No.:** See Below **Type:** Pamphlets

**TITLES INCLUDE:** Getting That Job #1990  
Instructors Book #1991  
You And Your Occupation #1995  
Instructors Book #1996  
Keeping That Job #2000  
Instructors Book #2001  
You And Your Pay #2005  
Instructors Book #2006

The series is designed to teach social skills and encourage social attitudes needed in our society.

**Title:** ADVENTURES IN SELF-DISCOVERY

**Grade Level:** 7-9

**Author:** \_\_\_\_\_

1972

**Price:** \$94.50

**Publisher:** Nelson C. White Co./

**Vendor Catalog No.:** 8953

**Type:** Kit

Six-week program (weekly hour of class time) of taped messages to achieve these benefits for the students:

- 1- Improved student-teacher-parent relationships
- 2- Better communication
- 3- More creative problem-solving
- 4- Ability to set more meaningful goals
- 5- More positive attitude
- 6- Enhancement of student's self-concept

**Contents:** 1 Taped message for teachers

6 Taped weekly lessons

1 Handbook

1 Students Handbook

6 Posters

30 Student Handbooks

62

**Title:** APTITUDES AND INTELLIGENCE

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$25.00

**Publisher:** Denoyer-Geppert

**Vendor Catalog No.:** 66778

**Type:** Filmstrips

Explains the significance of intelligence, aptitude, achievement and interest testing. Shows interrelationship of guidance and the total school program.

TITLES INCLUDED ARE:

What Tests Tell  
You and Your Guidance Counselor  
Intelligence?  
Putting Your Aptitudes To Work

66

**Title:** ARCO-ROSEN CAREER GUIDANCE SERIES

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$1.98 each

**Publisher:** Arco Pub.

**Vendor Catalog No.:** see below **Type:** Paperbacks (40)

**TITLES INCLUDE:**

Your Future in Accounting	#02232-9	Dietician	#02240-X
Air Conditioning and		Electronic Computers	#02241-8
Refrigeration	#02224-8	Electronic Technician	#02228-0
Automotive Service	#02226-4	Elementary School Teaching	#02242-6
Baking Industry	#02227-2	Fashion Design	#02243-4
Banking	#02233-7	Federal Government	#02244-2
Beauty Business	#02234-5	Forestry	#02245-0
Beauty Culture	#02235-3	High Fidelity Industry	#02246-9
Computer Programing	#02237-X	Home Economist	#02247-7
Dental Assistant	#02238-8	Hospital Work	#02230-2
Dentistry	#02239-6	Hotel Management	#02248-5

Continued - next page

87

**Title:** ARCO-ROSEN CAREER GUIDANCE SERIES (continued)

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$1.98 each

**Publisher:** Arco Pub.

**Vendor Catalog No.:** see below **Type:** Paperbacks (40)

**TITLES INCLUDE:** (continued)

Insurance	#02249-3	Pharmacy	#02261-2
Interior Design	#02250-7	Photography	#02262-0
Jobs Abroad	#02251-5	Physician	#02263-9
Law Enforcement	#02252-3	Pilot	#02260-4
Medical Assistant	#02253-1	Real Estate	#02264-7
Medical Technology	#02254-X	Restaurant & Food	
NASA	#02255-8	Service	#02229-9
Nuclear Energy	#02256-6	Secretary	#02268-5
Oceanography	#02258-2	Welding	#02231-0
Optometry	#02259-0	Your Own Business	#02236-1

Simply written, practical in tone and format, the series attempts to introduce the student to a field in which he may be interested.

Series recognizable by titles such as Your Future in Jobs Abroad, or Your Future As An Electronic Technician. Copyrights vary from 1962 on.

08

Title: ARE YOU LOOKING AHEAD

Grade Level: 7-12

Author: \_\_\_\_\_

\$71.28 set

Price: \$ 7.50 each

Publisher: Eye Gate

Vendor Catalog No.: F213

Type: 10 Captioned Filmstrips

<u>TITLES INCLUDE:</u>	How about being an electronics assembler?	213A
	Would You Like To Sell?	213B
	Want To Work In A Laundry?	213C
	Do You Like Flowers?	213D
	Would You Like Hospital Work?	213E
	Do You Love Animals?	213F
	How About Office Work?	213G
	Do You Like Sports?	213H
	How About Being a Key Punch Operator?	213I
	Would You Like To Be A Cashier?	213J

Series of ten captioned filmstrips that present a preview of some job opportunities available to high school students. Emphasis is on qualifications, not vocational education.

89

66

Title: THE ART AND CRAFT OF PRINTMAKING

Grade Level: 7-12

Author: \_\_\_\_\_

\$88.00 Records

Price: \$98.00 Cassettes

1971

5 Filmstrips/Records

Publisher: Educational Resources Vendor Catalog No.: ERI620

Type: 5 Filmstrips/Cassettes  
(Indicate on Order)

CONTENTS: 5 Filmstrips with 5 records or cassettes; teacher's guide and spirit master for each process.

Step-by-step directions for following techniques: woodcut and linoleum block, silkscreen, etching, special etching and lithography.

---

Title: THE ART OF BUYING A CAR

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$8.00

Publisher: Changing Times

Vendor Catalog No.: 4309

Type: Kit

CONTENTS: 40 aphlets, transparencies, teacher's guide.

Discusses do's and don't's of car-buying, including financing the purchase.

70

**Title:** AUDIOVISUAL EQUIPMENT OPERATION SERIES

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$24.50 each

**Publisher:** McGraw-Hill 1969

**Vendor Catalog No.:** see below

**Type:** Filmloops

TITLES INCLUDE: Opaque Projector #190188  
Overhead Projector #190189  
Tape Recorder #190190  
35MM Bell & Howell FS  
Projector #190284-8

A film series for teachers on the mechanics of basic audio-visual equipment  
Clear, easy to follow demonstrations offer an excellent time saving way to  
learn the operation of equipment available to teachers.

---

**Title:** AUDIO=VISUAL EQUIPMENT OPERATION "B" SERIES

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$24.50

**Publisher:** McGraw-Hill

**Vendor Catalog No.:** 190284-8

**Type:** Filmloop

COMBINATION USES OF AUDIO EQUIPMENT, PART I & II

Demonstrations of the different kinds of audio-visual equipment provides a way  
for teachers to familiarize themselves with basic audio-visual equipment for  
classroom use.

71

**Title:** AUDIOVISUAL PRODUCTION TECHNIQUES SERIES:

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$18.50 B&W

**Price:** \$24.50 Color

**Publisher:** McGraw-Hill

**Vendor Catalog No.:** see below

**Type:** Filmloop

<u>TITLES INCLUDE:</u>	
Cloth Mounting (Fold) Part I	#190159-7
Cloth Mounting (Fold) Part II	#190160-7
Cloth Mounting (Roll)	#190158-7
Dry Mounting (Hand Iron)	#190152
Dry Mounting (Press)	#190151
Lettering: Leroy 500 And Smaller	#190167
Lettering: Leroy 700 And Larger	#190168
Lettering: WRICO Signmaker	#190166
Mounting: A Two-Page Picture	#190154
The Spirit Duplicator: Operation	#190180
The Spirit Duplicator: Preparing Masters	#190179
Transparencies: Handmade Method	#190169
Transparencies: Heat Process	#190170
Transparencies: Picture Transfer	#190174
Transparencies: Picture Transfer II	#190175
Transparencies: Spirit Duplicator	#190173

Each film uses striking close-ups to demonstrate processes involved in the production of basic audio-visual materials.

72

Title: BASIC OFFICE PRACTICES & PROCEDURES

Grade Level: 10-12

Author: \_\_\_\_\_

Price: see below

Publisher: Eye Gate 1972

Vendor Catalog No.: see below

Type: 4 Filmstrips/Records  
4 Filmstrips/Cassettes

TITLES INCLUDE:

Dealing With People

Helping Your Boss Get More Done

Memos, Mail And The Telephone

The Working World Of The Secretary

X330F

X330E

X330B

X330A

PRICE: \$7.50 each Filmstrip

\$5.95 each Cassette

\$5.75 each Record

This series is designed to teach the student to cope with the real office problems they will meet in their first secretarial job.

Title: BLACK AMERICANS AT WORK

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$55.00

Publisher: Coronet 1970

Vendor Catalog No.: S187

Type: Filmstrip/Records

Documentary interviews provide insight into the daily life, occupations, background and hopes of six Black Americans. Views their life, society and families.

Title: BUYING AND PRICING (WITH TEACHERS MANUAL & KEY)

Grade Level: 10-12

Author: \_\_\_\_\_

\$1.89 Student Booklet

Price: \$2.00 Teachers Manual

07-017613-2

Publisher: McGraw-Hill 1971

Vendor Catalog No.: 07-017614-0 Type: Booklet

Part of series (Occupational Manuals and Projects in Marketing) of 17 manuals, each averaging 20 hours for completion, designed to cover the various high school marketing competencies in more detail than conventional textbooks.

---

Title: BUSINESS CAREERS KIT

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$37.20

Publisher: Careers, Inc.

Vendor Catalog No.: \_\_\_\_\_

Type: Pamphlets

Contains over 120 career briefs in the business field. Card file format.  
Yearly subscription \$6.45 per year.

71

Title: CAREER BOOSTERS - BOOK I

Grade Level: 7-12

Author: Henderson, Harold

Price: \$7.50

1974

Publisher: Dlorah Publications/ Vendor Catalog No.: \_\_\_\_\_

Type: Booklet

50 lessons in career awareness through stimulating puzzles, word games connecting dots, hidden careers, etc. Upper elementary students as well as junior high students can do these activities.

A very useful and resourceful booklet. A real aid for teachers.

---

Title: CAREER DECISIONS: FINDING, GETTING & KEEPING A JOB

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$13.50

Publisher: J. C. Penney 1971

Vendor Catalog No.: 83891

Type: Kit

Intention of this unit is to make us aware of the many influences affecting job choice. Includes three Filmstrips, one folder of job descriptions, one folder of transparencies illustrating job-related problems, teachers guide.

75

**Title:** CAREER DEVELOPMENT LABORATORY

**Grade Level:** 9-12

**Author:** \_\_\_\_\_

**Price:** \$290.00

**Publisher:** Educational Progress **Vendor Catalog No.:** 20-1123 **Type:** Phonotapes

Designed to present interesting approach career information and interests. Encourages student to determine high-interest career areas. Contains: 60 Taped interviews, survey forms, guides and poster.

76

Title: CAREER DISCOVERIES: PEOPLE WHO HELP OTHERS

Grade Level: 7-12

Author: \_\_\_\_\_  
9B-301 687

\$37.50 Records

Price: \$45.50 Cassettes

Filmstrips/Records

Publisher: Guidance Associates Vendor Catalog No.: 9B-301 687 Type: Filmstrips/Cassettes

Part I shows the variety of occupations devoted to helping individuals and groups; relates this work to qualities of commitment, compassion, empathy; introduces the people featured in the following three parts. Part II: A community organizer who helps rural Mississippions bring runing water to their community. Part III: A day care worker. Part IV: A physiotherapist.

Title: CAREER GAMES LABORATORY

Grade Level: 8-12

Author: \_\_\_\_\_

Price: \$78.50

Publisher: Educational Progress Vendor Catalog No.: 20-31

Type: Game

Stimulates students to search deeply for career choices. Game contains 398 cards which give sources for further information, filmstrip/cassettes, guides, etc.

77

**Title:** CAREER GUIDANCE SERIES

**Grade Level:** 7-9

**Author:** \_\_\_\_\_

**Price:** see below

**Publisher:** Educational Dimensions **Vendor Catalog No.:** see below **Type:** Filmstrips/Records  
Filmstrips/Cassettes

NUMBERS 401, 402, 405, 408, 403, 404, & 406; Filmstrip/Record \$20.80 each

Filmstrip/Cassettes \$22.50 each

NUMBERS 409, 415, 407, 416, 417

Filmstrip/Record \$41.00 each

Filmstrip/Cassette \$45.00 each

TITLES INCLUDE:

Careers in The Fine Arts #401

Careers in Television #403

Art Careers and Advertising #402

Careers in Photography #404

Careers in Illustration #405

Careers in Film Making #407

Careers in Fashion Design #408

Writing Careers in Advertising #406

Careers in Set Design #416

Careers in Drafting #409

Careers in Interior Design #417

Graphic Careers in Advertising #415

Working professionals tell of their experiences and offer advice dealing with preparation, where to get the best training, professionalism, etc.

78

Title: CAREER EDUCATION-AUTOMOTIVE, APPLIANCES

Grade Level: 9-12

Author: \_\_\_\_\_

Price: \$1.95 each

Council 1972

Publisher: Allied Education/

Vendor Catalog No.: see below

Type: Workbook

#CE801 Automotive

#CE802 Appliances

A series written to introduce the student to various career opportunities. They are also used as adjunct books in vocational education.

---

Title: CAREER EDUCATION POSTERS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$14.95

Co.

Publisher: The Perfection Form/

Vendor Catalog No.: 95139

Type: Posters

Fifteen posters based on occupational clusters defined by HEW. Emphasize dignity of work and awareness of careers. 17"x22"

79

Title: A CAREER IN RETAIL BUYING

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$3.50

Publisher: J. C. Penney 1970

Vendor Catalog No.: 83731

Type: Filmstrip/Record

Describes the daily activities of a retail store children's clothes buyer.

CONTENTS: 1 Filmstrip, 1 Record

---

Title: CAREER INFORMATION KIT

Grade Level: 9-12

\$246.00 (Corrugated)

Author: \_\_\_\_\_

Price: \$349.00 (Metal)

5-2500

Publisher: SRA

Vendor Catalog No.: 5-2505

Type: Kit

Over 600 pieces of current literature alphabetically filed by job families and cross-referenced to Dewey decimal system. Carefully selected in areas of educational, career, personality, and employment guidance and counseling.

CONTENTS: 600 + pieces of literature

1 How to use it

20 Instruction Sheets

1 Index

1 Set of imprinted file folders

Should be a part of all career and resource centers.

Title: CAREER INSIGHTS AND SELF AWARENESS GAMES

Grade Level: 7-12

Author: Munson, H. L.

Price: \$30.00

Publisher: Houghton Mifflin

Vendor Catalog No.: 9-60100

Type: Kit

Six games designed to develop career awareness through self-awareness and self-explanation and help students judge their strengths and to speculate about themselves in future work-type situations.

TITLES OF GAMES INCLUDE:

Interests Continuum

Life Goals

Life Selections

How I See My Abilities

Data-People-Things Puzzle

Interests Triangle

Title: CAREER OPPORTUNITIES I: CAREER OPPORTUNITIES II

Grade Level: 10-12

Author: \_\_\_\_\_

\$25.00 (I)

Price: \$18.75 (II)

Publisher: Denoyer Geppert

66798 (I)

Vendor Catalog No.: 66804 (II)

Type: Filmstrips

Career Opportunities I: set includes New Career Opportunities, Careers in Health, Civil Service Jobs, and Salaried Workers or Self-Employed.

Career Opportunities II includes: Automation, Jobs in Mathematics, and Careers in Science.

81

Title: CAREER TAPES

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$164.85 For 18

Publisher: McMillan Library  
Services

Vendor Catalog No.: 48290

Guides  
Type: Cassettes/Listeners/

Each tape contains four interviews with people employed in related occupations. Subjects discuss pros and cons of their jobs, educational requirements, potential for promotion, salary ranges.

82

**Title:** CAREER EXPLORATION: COMMERCIAL AVIATION (#405)

**Grade Level:** 7-12

REPAIR AND MAINTENANCE (#403)

**Author:** \_\_\_\_\_

**Price:** \$59.00 each

**Publisher:** Acoustifone

**Vendor Catalog No.:** 405  
403

**Type:** Kit

Covers jobs within occupational clusters designated by office of education as offering high placement opportunities in the 70's.

CONTENTS IN SERIES: 6 Units with 5 Filmstrips/6 Cassettes each.

---

**Title:** CAREERS

**Grade Level:** 9-12

**Author:** \_\_\_\_\_

\$ 7.50 Each

Education

**Price:** \$85.50 Set

**Publisher:** Unlimited

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Tapes

Provides a study of twelve major industries through factual, dramatized sketches of construction: industry; education; law, selling; mass communication; hotels, motels and restaurants; graphic arts; health services; distribution, transportation and security and protection.

83

Title: CAREERS Grade Level: 4-12

Author: \_\_\_\_\_ Price: \$3.99

Publisher: Parker Brothers Vendor Catalog No.: 65 Type: Game

Two to Six players choose from eight updated occupations, setting their own goals and meeting the challenges of rewards, promotions and setbacks.

---

Title: CAREERS FOR WOMEN Grade Level: 7-9

Author: \_\_\_\_\_ Price: \$40.00

Publisher: SRA Vendor Catalog No.: \_\_\_\_\_ Type: Kit

Contains occupational brief, job family booklets and posters geared specifically to helping young women with their vocational and educational plans.

62

**Title:** CAREERS IN AEROSPACE

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

\$ 22.00 Each Cartridge

**Price:** \$219.00 Complete Set

**Publisher:** Eye Gate 1971

**Vendor Catalog No.:** 830

**Type:** 8MM Films

TITLES INCLUDE:

Jet Mechanic Trainee	83001	Jet Captain	83006
Jet Engine Mechanic	83002	Stewardess	83007
Control Tower Trainee	83003	Airline Sales Represent-	
Control Tower Operator	83004	ative	83008
Pilot Training	83005	Ticket Agent	83009
		Freight Agent	83010

An 8MM Film to aid students considering jobs in airlines and the aerospace industry. Actual filming of employees in training and performing their jobs.

85

Title: CAREERS IN ART

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$3.50 Set

Publisher: J. Weston Welch 1973 Vendor Catalog No.: \_\_\_\_\_

Type: Posters

Eighteen posters describe opportunities and necessary abilities for a career in the enormous field of art.

---

Title: CAREERS IN ATHLETICS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$3.50 Set

Publisher: J. Weston Welch Vendor Catalog No.: \_\_\_\_\_

Type: Posters

Eighteen posters, each illustrated with a photograph, attempt to show the wide variety of careers now open in the business side of athletics (including Landscape Architect and Equipment Issue and Repairman).

88

**Title:** CAREERS IN BUSINESS ADMINISTRATION

**Grade Level:** 7-9

**Author:** \_\_\_\_\_

\$42.00 Records

**Price:** \$46.00 Cassettes

705 Records

2 Filmstrips/Records

**Publisher:** Pathescope

**Vendor Catalog No.:** 705

**Type:** 2 Filmstrips/Cassettes

Explores the wide application of business to many fields including social involvement and environmental awareness. Interviews outline functions, skills, knowledge and training needed, indicating those abilities which are personal attributes and those which can be taught.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

---

**Title:** CAREERS IN COMPUTERS

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

\$42.00 (Records)

**Price:** \$46.00 (Cassettes)

704

2 Filmstrips/Records

**Publisher:** Pathescope

**Vendor Catalog No.:** 704C

**Type:** 2 Filmstrips/Cassettes

Features the jobs made available by computers, and shows how training is available in high schools, company trainee programs, trade and technical schools, private data processing schools and colleges.

87

Title: CAREERS IN COMPUTERS

Grade Level: 7-9

Author: \_\_\_\_\_

\$42.00 Records

Price: \$46.00 Cassettes

Publisher: Pathescope

704

Vendor Catalog No.: 704C

2 Filmstrips/Records

Type: 2 Filmstrips/Cassettes

Explores variety of jobs in computer science and the requirements for each of abilities, qualifications, and availability of different training programs (college and non-college).

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

---

Title: CAREERS IN CONSTRUCTION

Grade Level: 7-12

Author: \_\_\_\_\_

\$42.00 Record

Price: \$46.00 Cassettes

Publisher: Pathescope

709

Vendor Catalog No.: 709C

2 Filmstrips/Records

Type: 2 Filmstrips/Cassettes

Interviews explore the opportunities, wide variety of jobs, actual activities, responsibilities, drawbacks and satisfactions in the four major areas of construction. Outlines necessity of developing a skill and the ways of entering construction.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

88

Title: CAREERS IN DEPARTMENT STORES Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \$80.00  
Publisher: Fairchild Visuals Vendor Catalog No.: \_\_\_\_\_ Type: Slides/Cassettes

Highlights include: personnel interview stock clerk, salesperson, apparel buyer, interior designer, advertising ad display.

---

Title: CAREERS IN DRAFTING Grade Level: 7-12  
Author: \_\_\_\_\_ \$41.00 Records  
Price: \$45.00 Cassettes  
Publisher: Ed. Dimensions 1969 Vendor Catalog No.: 409 2 Filmstrips/Records  
Type: 2 Filmstrips/Cassettes

Outlines careers in technical, architectural, structural, civil, and mechanical drafting.

29

Title: CAREERS IN FASHION DESIGN

Grade Level: 7-12

Author: \_\_\_\_\_

\$20.50 Records

Price: \$22.50 Cassettes

Filmstrips/Records

Publisher: Ed. Dimensions

Vendor Catalog No.: 408

Type: Filmstrips/Cassettes

Authorities in the field give a survey tour.

---

MARKET

Title: CAREERS IN FOOD MERCHANDISING: EXPANDING JOB/

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$80.00

Publisher: Fairchild Visuals

Vendor Catalog No.: \_\_\_\_\_

Type: Slides/Cassettes

Includes areas such as: jobs and salaries, department managers, checkers, clerks and purchasers, union and company training programs, warehouse jobs, headquarter jobs. Thirty-two color slides plus instructional package.

90

**Title:** CAREERS IN INTERIOR DESIGN

**Grade Level:** 8-12'

**Author:** \_\_\_\_\_

\$41.00 Records

**Price:** \$45.00 Cassettes

**Publisher:** Ed. Dimensions

**Vendor Catalog No.:** 417

2 Filmstrips/Records

**Type:** 2 Filmstrips/Cassettes

Opportunities and requirements for the field are discussed.

---

**Title:** CAREERS IN JOURNALISM

**Grade Level:** 7-9

**Author:** \_\_\_\_\_

\$42.00 Record

**Price:** \$46.00 Cassettes

**Publisher:** Pathescope

703

**Vendor Catalog No.:** 703C

2 Filmstrips/Record

**Type:** 2 Filmstrips/Cassettes

Highlights the different kinds of work; the frustrations and the rewards in journalism. From foreign correspondents and editors to specialized writers and broadcasters, interviews enable students to evaluate their own personal abilities and qualifications.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

91

Title: CAREERS IN LAW ENFORCEMENT

Grade Level: 7-9

Author: \_\_\_\_\_

\$42.00 Records  
Price: \$46.00 Cassettes

Publisher: Pathescope 708  
Vendor Catalog No.: 708C

2 Filmstrips/Records  
Type: 2 Filmstrips/Cassettes

Examines, challenges, functions, drawbacks, and opportunities of police work. Breadth of training and wide scope of activities (not all related to crime and violence) are detailed.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and Manual.

---

Title: CAREERS IN MARKETING(+ TEACHER'S MANUAL & KEY)

Grade Level: 10-12

Author: Bikkie

\$2.13 Teacher's Manual  
Price: \$2.00 Book

Publisher: McGraw-Hill 1971 07-005265-4  
Vendor Catalog No.: 07-005264-6 Type: Booklet - Teacher's Manual

Occupational manuals + projects in marketing series. See title: Buying and Pricing.

92

Title: CAREERS IN NURSING

Grade Level: 7-12

Author: \_\_\_\_\_

\$42.00 Record

Price: \$46.00 Cassettes

Publisher: Pathescope

701

Vendor Catalog No.: 701C

Filmstrips/Records

Type: Filmstrips/Cassettes

Interviews clarify functions of a nurse within a health team, the variety of hospital duties and nursing positions outside a hospital. Necessary personal and scholastic qualifications, training and descriptions of classes, lab work and patient contacts are included.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and Manuals.

---

Title: CAREERS IN SALES

Grade Level: 7-12

Author: \_\_\_\_\_

\$42.00 Record

Price: \$46.00 Cassettes

Publisher: Pathescope

706

Vendor Catalog No.: 706C

Filmstrip/Record

Type: Filmstrips/Cassettes

Interviews discuss personality traits, opportunities, rewards and satisfactions of a sales career.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and Manual.

Title: CAREERS IN SCIENCE AND MATH

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$40.00

Publisher: SRA

Vendor Catalog No.: \_\_\_\_\_

Type: KIT

Contains occupational briefs, job family booklets and posters compiled for students with mathematical and scientific interests.

Title: CAREERS IN TELEVISION

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

\$20.50 Record

Educational

Price: \$22.50 Cassettes

Publisher: Dimensions

Vendor Catalog No.: 403

Filmstrip/Record

Type: Filmstrip/Cassettes

Traces the production of a television commercial.

**Title:** CAREERS IN THE WORLD OF COMPUTERS

**Grade Level:** 8-12

**Author:** \_\_\_\_\_

**Price:** \$91.50

**Publisher:** Ed. Dimensions

**Vendor Catalog No.:** 1103

**Type:** 3 Filmstrips/6 Cassettes

Orientation to the nature of computers, their role and career opportunities. Taped interview with workers in the field are included.

95

92

**Title:** CAREERS UNLIMITED

**Grade Level:** 7-12

**Author:**

Classroom World

\$175.00 Complete Program

**Price:** \$32.00 per Unit: \$5.00 per  
Cassette

**Publisher:** Productions

**Vendor Catalog No.:** 600

**Type:** Cassettes

Familiarizes student with demands, rewards and requirements of 36 high-interest careers. Includes on the job interviews with leaders in the field. Six units can be purchased separately:

UNIT 1 #601

Broadcasting #601-1  
Computers #601-2  
Hotel-Motel #601-3  
Restaurants #601-4  
Advertising #601-5  
Beauty Culture #601-6

UNIT 2 #602

Agriculture #602-1  
Oceanography #602-2  
Law #602-3  
Education #602-4  
Engineering #602-5  
Health Education #602-6

UNIT 3 #603

Photography #603-1  
Transportation #603-2  
Food Production #603-3  
Printing-Engraving #603-4  
Repair Service #603-5  
Air Conditioning  
Refrigeration #603-6

UNIT 4 #604

Landscaping-Nursery #604-1  
Scientific Research #604-2  
Social Work #604-3  
Architecture #604-4  
Selling #604-5  
Secretarial #604-6

UNIT 5 #605

Plastic Industry #605-1  
Clothing & Fashion  
Design #605-2  
Librarian #605-3  
Recreation #605-4  
Construction #605-5  
Veterinary  
Medicines #605-6

UNIT 6 #606

Guidance #606-1  
Forestry #606-2  
Drafting #606-3  
Furniture #606-4  
Textiles #606-5  
Criminology #606-6

CC

Title: THE CHANGING WORK ETHIC

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$37.50

Publisher: Guidance Associates Vendor Catalog No.: 1F-100 360 Type: Filmstrip/Record

PART I: Open ended dramas lead to built-in discussion breaks challenging students to debate: 1. Is hard work the key to success? 2. Is there any kind of honest work you wouldn't do? 3. Are you more or less materialistic than your parents? 4. Would you work if you didn't have to? PART II: Examines rising job dissatisfaction from the worker, consumer, employer viewpoints; explores job enrichment as an approach to strengthening the work ethic.

Title: CHOOSING YOUR CAREER

Grade Level: 10-12

Author: \_\_\_\_\_

\$37.50 Record

Price: \$41.50 Cassettes

Publisher: Guidance Associates Vendor Catalog No.: 9B-100683 Type: 2 Filmstrips/Record

2 Filmstrips/Record

Type: 2 Filmstrips/Cassette

PART I: Describes six general personality types: social, intellectual, conventional, enterprising, realistic, and artistic; and relates them to broad career areas.

PART II: Helps students evaluate their own personalities in these terms. Features self-motivated case histories of a narcotics detective, an optometrist, a bio-chemist, a beautician. Program is designed for use as an introduction to the major occupational files.

97

Title: COLLEGE PLANNING

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$25.00

Publisher: Denoyer-Geppert

Vendor Catalog No.: 66816

Type: Filmstrips

Analyzes various college curricula and their career relevance, college entrance exams, two year institutions, and the first year in college.

TITLES INCLUDE:

College and Career

College Entrance Examination

Community Colleges and Technical  
Institutes

Your First Year at College

AND KEY )

Title: COMMUNICATIONS IN MARKETING (+ TEACHER'S MANUAL /

Grade Level: 10-12

\$2.04 Teacher's Manual

Author: Rowe, K. L.

Price: \$2.00 Students Book

07-054157-4

Publisher: McGraw-Hill

1971

Vendor Catalog No.: 07-054156-6 Type: Booklet

Occupational manuals and projects in marketing series. See title: Buying and Pricing

98

Title: COMMUNITY SERIES: AGRICULTURE AND INDUSTRY

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$64.50 Set

Publisher: McGraw-Hill

Vendor Catalog No.: 641290-3

Type: Filmstrips

Explores the community and how it provides services for the people.

Agriculture and Industry Set includes:

Modern Agriculture

Vegetables and Fruits

Dairy and Beef Cattle

Cotton and Wool Fibers

Modern Industry

Manufacturing Clothing

Building Houses

Manufacturing Trucks

---

PROGRAM)

Title: CONSUMER EDUCATION (COMPREHENSIVE CURRICULUM /

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$296.50

Multimedia Program:

Publisher: Changing Times

Vendor Catalog No.: \_\_\_\_\_

Type: Cassettes, Records, Filmstrips, Printed Material

Resource kits and mini-units within the series highlight important consumer problems for in-depth analysis and inquiry on thirteen different topics from buymanship; credit, banking, saving and investing to environment and insurance. Resource kits and mini-units can be purchased separately.

CONTENTS: 4 Resource Kits (16 units); 12 Mini-Units; 390 Student Booklets (30 copies of 13 different booklets)

99

Title: CONSUMER EDUCATION SERIES

Grade Level: 12

Author: \_\_\_\_\_

Price: \$85.00

Publisher: Doubleday Multi-Media Vendor Catalog No.: 73002

Type: 6 Filmstrips/Cassettes

TITLES INCLUDED ARE:

The All American Consumer  
Decisions, Decisions  
Getting ahead of the Game

How To Be A Loser  
The Law and Your Pocketbook  
Your Money-Now You See It-Now You Don't

Six filmstrips present lessons for the would-be consumer. Explores various methods of investment, sales gimmicks, deceptive advertising. The rights and responsibilities of laborer, supplier, manufacturer, businessman etc. are discussed.

Title: CONSUMER EDUCATION SERIES

Grade Level: 7-12

Author: \_\_\_\_\_

\$84.00 Records  
Price: \$90.00 Cassettes

Publisher: McGraw-Hill 1972

103439-0

Vendor Catalog No.: 102342-9

6 Filmstrips/6 Records  
Type: 6 Filmstrips/Cassettes

Uses a practical and common sense approach to present consumer information, particularly the wise use of money and the development of a good sense of values in these six areas: The Consumer and The Government; Money is The Medium; Let The Buyer Beware; How To Buy Food; How To Buy Clothes; How to Buy A Used Car.

100

Title: CONSUMERISM: GETTING YOUR MONEY'S WORTH Grade Level: 10-12

Author: \_\_\_\_\_ Price: \$100.00

Publisher: Fairchild Visuals Vendor Catalog No.: \_\_\_\_\_ Type: Slides/Cassettes

CONTAINS: 48 color slides, commentary, training aids, and tests.

Uses real-life situations to inform the student of various facets of consumerism, from the business perspective and the consumer perspective.

---

Title: CREATING YOUR FUTURE Grade Level: 7-12

Author: \_\_\_\_\_ Price: \$237.00

Educational

Kit: Cassettes, Manuals,

Publisher: Achievement 1972 Vendor Catalog No.: \_\_\_\_\_ Type: Study Guides, Visuals

MODULES INCLUDED ARE:

- |   |  |
|---|--|
| A. Developing awareness for career commitment | D. Developing leadership skills for career opportunities |
| B. Learning habits to build your career       | E. Planning your future                                  |
| C. Developing a life style for career success | F. Education for your future                             |

Designed as instructional system to answer questions: "Who am I?" "What do I want from life?" "How do I fulfill my career needs?" Uses inquiry method in areas of attitude formation, interest determination, motivation, goal setting, etc. Thirty audio format lessons designed especially for non-academically oriented adolescents and adults.

**Title:** DIFFERENT WAYS TO GO TO COLLEGE

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

Guidance

9B-103 406

**Price:** \$37.50 Record

2 Filmstrips/Record

**Publisher:** Associates 1972-3

**Vendor Catalog No.:** 9B-103 414

**Type:** 2 Filmstrips/Cassettes

PART I examines independent study programs, work study courses, degrees based on individual effort. Students describe programs at Antioch, Friends World College and a university without walls program. PART II discusses innovative admissions programs, the expanding role of two year colleges, domestic exchange programs. Undergraduate describe experiences at Rutgers, N.Y.C. Community College, Williams Community College.

103

99

Title: A DIRECTION FOR TOMORROW SERIES

Grade Level: 7-12

Author: \_\_\_\_\_

\$59.49 Set/Records  
Price: \$65.49 Set/Cassettes

Publisher: Bowmar 1970

Vendor Catalog No.: see below

Type: see below

PRICE: \$374.79 Complete Program/Records  
\$412.49 Complete Program/Cassettes

CONTENTS: Each set contains instructors handbook with resource information, six sound filmstrips/record or cassette format. Sixty consumable student career survey sheets.

TITLES INCLUDE:

Set 1	Compassion For People	#637/Record	#662/Cassette
Set 2	The Nation's Builders	#638/Record	#663/Cassette
Set 3	The Age of Electronics	#639/Record	#664/Cassette
Set 4	Man Has Wings	#640/Record	#665/Cassette
Set 5	Cabbages To Kings and Various Things	#641/Record	#666/Cassette
Set 6	The Money Tree	#642/Record	#667/Cassette
Set 7	Jobs For The New Generation	#643/Record	#668/Cassette

The thirty-five careers in this series are based on research of labor trends, needs, and training requirements.

203

100

Title: DISCOVERY: A CAREER EDUCATION

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$135.50

Publisher: Scholastic

Vendor Catalog No.: 3597

Type: Kit

TITLES INCLUDE:

Thinking About Personalities

Thinking About Work

Why People Work

Thinking About Goals

Looking At Career Fields

On The Road and In The Plant

Other Career Fields

More Career Fields

CONTENTS: 8 Filmstrips/8 Records or Cassettes; student log books, teacher's guide.

Excellent!

---

Title: DISCOVERY: A CAREER EDUCATION PROGRAM

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$213.00

Publisher: Visual Education

Vendor Catalog No.: \_\_\_\_\_

Type: Kit

CONTENTS: 8 Filmstrips/8 Records or 4 Cassettes; 50 spirit masters, activity book, teacher's guide.

Uses documentary and unscripted conversations with more than sixty young working people. Strips 5-8 are a broad survey of major career areas based on United States Office of Education's Occupational Cluster Concept. Includes: Personality; Work Characteristics; Why People Work; Goals; Career Clusters I-IV.

101

Title: DISTRIBUTIVE EDUCATION SERIES

Grade Level: 9-12

Author: \_\_\_\_\_

\$16.00 Each/Record

International

Price: \$18.00 Each/Cassette

Publisher: Film Bureau

Vendor Catalog No.: \_\_\_\_\_

Filmstrips/Record

Type: Filmstrips/Cassettes

TITLES INCLUDE:

Marketing Careers

Receiving, Checking and Marking  
Merchandise

Newspaper Advertising

Point of Purchase Display

Sales Check Procedures

PRICE PER SET: \$75.00 Set/Record; \$85.00 Set/Cassettes

Five filmstrips to give an overall picture of careers in marketing. Focus is primarily on wholesale and retail distribution, sales checks, newspaper advertising to promote sale of merchandise, displaying merchandise, and procedures used when merchandise is received by the retailer.

Title: DRIVING AS A CAREER SERIES

Grade Level: 7-12

Author: \_\_\_\_\_

\$32.00 Series

Price: \$ 8.00 Each

Publisher: BFA 1968

Vendor Catalog No.: 303000

Type: Captioned Filmstrips

Four captioned filmstrips include:

TRUCK DRIVING: 1. Types of Jobs; 2. Qualifications; 3. Bus Driving; 4. Taxi Driving and Other Driving Jobs

105

Title: DROPPING OUT: ROAD TO NOWHERE

Grade Level: 10-12

Author: \_\_\_\_\_

\$37.50 Records

Price: \$41.50 Cassettes

Publisher: Guidance Associates

9B101-103

Vendor Catalog No.: 9B101-145

Filmstrips/Records

Type: Filmstrips/Cassettes

Dropouts who have returned to school articulate reasons most youngsters quit; describe menial jobs, insecurity, closed doors they found on the outside. Employers explain why diplomas indicate reliability, intelligence, self respect. PART II Shows students how automation is rapidly eliminating unskilled jobs, emphasizes employer suspicion of dropouts; points out that diplomas prove ability to learn.

---

AIDES, PARENTS, VOLUNTEERS

Title: EARLY CHILDHOOD: A TRAINEE PROGRAM FOR TEACHERS./

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$145.00

Childhood

Publisher: Resources 1969

Vendor Catalog No.: J-100

Type: Kit

Treats the following subjects: A Classroom Planned For Learning; Focus On Development; Focus On Art and Focus On Discipline. Each segment consists of twenty slides with cassette and printed narrative, and trainers booklet.

103

103

Title: ECONOMICS OF MARKETING (+TEACHER'S MANUAL AND KEY)

Grade Level: 10-12

Author: \_\_\_\_\_

\$2.00 Teacher's Manual

Price: \$1.89 Student Booklet

Publisher: McGraw-Hill 1971

07-035019-1

Manual

Vendor Catalog No.: 07-035018-3 Type: Booklet

Occupational manuals and projects in marketing series. See title: Buying and Pricing.

---

Title: EDUCATIONAL FIELD TRIPS FOR YOUNG CHILDREN

Grade Level: 1-12

Author: \_\_\_\_\_

Price: \$52.00

Publisher: Child Resources 1970

Vendor Catalog No.: J102

Type: Kit

Sensitive look about the field trip in early childhood education. Offers suggestions for successfully completing the following phases of the field trip: selection, planning, execution and follow-up.

CONTAINS: Forty color slides, cassette and printed narrative.

107

Title: EMPLOYMENT OPPORTUNITIES

Grade Level: 7-12 (Special Ed.)

Author: \_\_\_\_\_

Price: \$63.00

Publisher: Avid

Vendor Catalog No.: A3000-G

Type: Filmstrips/Record

INCLUDES:

Clerical and Stock Work

Jobs For Young Men

Working In A Hospital

Working In A Laundry & Dry Cleaning Plant

Working With Cars

Working With People

Aimed at occupations suitable for the educable mentally retarded child. Over-views  
39 job classifications in which the slow learner can achieve success.

Title: EXPLORING CAREERS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$35.00

Publisher: Educational Design

Vendor Catalog No.: EDI 310

Spirit Master Book and  
Type: Teacher's Manual

Activities oriented career education package designed to guide student in obtaining  
a variety of information to make successful career decisions.

108

Title: EXPLORING CAREERS, GROUP I

Grade Level: 5-12

Author: \_\_\_\_\_

\$54.50 Record

Price: \$60.50 Cassette

Publisher: SVE

J610-SAR

Vendor Catalog No.: J610-SATC

Filmstrips/Records

Type: Filmstrips/Cassettes

CONTENTS: 6 Filmstrips, 3 Records or Cassettes, 6 Teacher's Guides

Provide facts to help students evaluate the opportunities for satisfaction, success and the possibilities of entering the following fields: Telephone Installer; Broadcast Technician; Newspaper Reporter; Automotive Mechanic; Airline Cabin Attendant; Long Haul Truck Driver.

Title: THE FASCINATING WORLD OF WORK: CAREER AWARENESS

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$100.00

Publisher: Media, Inc.

Vendor Catalog No.: \_\_\_\_\_

Kit: Objectives, skits,

Type: Sound Filmstrips

Intended to realistically present careers according to work with people, data, or things. Advantages or disadvantages are outlined and student evaluates careers. One of the best overall kits previewed. This kit should be in all Career Educational Resource Centers. Kit includes: The Fascinating World of Sales; The Fascinating World of Accounting; The Fascinating World of Mechanics.

109

Title: FIELD TRIPS OUT OF THE ORDINARY

Grade Level: 7-12

Author: \_\_\_\_\_

\$58.50 Complete Set

Price: \$13.00 Each

Publisher: Eye Gate

Vendor Catalog No.: TX338

Type: Filmstrip/Cassette

TITLES INCLUDE:

A Field Trip To An Oil Well #X338A

A Field Trip To A Lumber Mill #X338D

A Field Trip To A Coal Mine #X338B

A Field Trip To A Nuclear Plant #X338E

A Field Trip To A Steel Mill #X338C

Science For The Future: An Ocean-  
ographic Institute #X338F

Designed to take students on "field trips" to places normally inaccessible to them.  
Excellent! This should be in every Career Education Resource Center.

Title: FINDING YOUR JOB

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$24.50 per Unit

Publisher: Finney Co.

Vendor Catalog No.: \_\_\_\_\_

Type: Booklets

Designed to help slow learners and special education students find suitable jobs  
after school. Divided into six units with sixty job briefs each.

110

Title: FOCUS ON GUIDANCE

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

Price: \$10.50

Publisher: Love Pub. Company Vendor Catalog No.: 6800

Type: Newsletter (monthly)

Designed to provide counselor with current developments in the Guidance Field.

---

VOL. I ALPHABETIC INDEXING

Title: GREGG FILING TRANSPARENCIES:VOL. II SYSTEMS AND/  
PROCEDURES

Grade Level: 10-12

Author: Kahn and Stewart

Price: \$87.50 Each Volume

07-089311-X

Publisher: Gregg/McGraw-Hill Vendor Catalog No.: 07067510-Y Type: Transparencies

VOL. I: Each of the transparencies is devoted exclusively to the presentation; illustration, and immediate application of one indexing rule.

VOL. II: Presents and illustrates such topics as: steps involved in filing both cards and correspondence records in alphabetic, numeric, geographic and subject systems.

111

**Title:** HEALTH CAREERS KIT

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$37.20

**Publisher:** Careers, Inc.

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit

Contains over 120 career pamphlets in health professions: skilled, technical, professional, and semi-professional. Yearly updates; \$6.45 per year.

112

109

**Title:** HELLO, WORLD!

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$2.25 Each

Field

**Publisher:** Educational Pub.

**Vendor Catalog No.:** see below **Type:** Set of Books

AREAS COVERED INCLUDE:

Public Services	#01401	Business Services	#01406
Transportation	#01402	Technical Services	#01407
Communications	#01403	Food & Lodging Services	#01408
Health Services	#01404	Marketing	#01409
Environmental Control	#01405	Program Guide @ \$.75	#01410

Program consists of nine pupil books and program guide aimed at career exploration. Format flexible for independent or group study. Each unit contains quotes from teenagers exploring the fields, over-view, general information on job trends and variety of careers within cluster. Each unit also contains detailed job information, photo essays, and study questions.

113

110

**Title:** A HIGHWAY TO WORK AND PLAY

**Grade Level:** 5-8  
(of 6 awareness/grade/level)

**Author:** \_\_\_\_\_

**Price:** \$32.00 Each

**Publisher:** McKnight 1974

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Booklets

Designed to help elementary students develop an awareness and understanding of themselves and others; the purpose, meaning and value of daily activities; the reasons for future activities; the purpose of formal education and an understanding of the world of work in which they live. A set devised for six different awareness levels (to correlate with appropriate grade level).

CONTENTS: A set of 32 copies of 16 four-page issues plus teacher's guide.

111

**Title:** HOFFMAN CAREER INFORMATION LIBRARY

**Grade Level:** 7-12

\$ 9.95 (100 or more)

**Author:**

**Price:** \$10.95 Each

Hoffman Occupational

**Publisher:** Learning Systems 1974 **Vendor Catalog No.:**

**Type:** Kits

Contains 200 individual career counseling modules. Each contains a career profile that lasts about two minutes answering questions about salary, etc., in addition to other materials. Can be purchased individually in sound/filmstrip; a sound/slide format at \$10.95 each. List of titles available follows:

CAREERS: SERIES 100

Accountant-001

Bank Teller-005

Admitting Clerk-002

Barber-166

Aircraft Engine Mechanic-082

Billing Clerk-006

Aircraft Fuel Serviceman-083

Biochemist-116

Airline Pilot-084

Boat Builder-059

Airline Stewardess-085

Cabinet Maker-196

Airline Ticket Agent-003

Cable Splicer-039

Animal Keeper-100

Chemist-120

Auto Body Repairman-087

Clerk Typist-008

Auto Mechanic-088

Combination Welder-069

Auto Muffler Installer-089

Cook-Chef-163

Auto Parts Counterterm-090

Cosmotologist-167

Auto Upholsterer-091

Dairy Herdsman-102

Baker-195

Dental Assistant-142

Bank Officer-004

Dental Hygienist-143

- Continued -  
112 115

**Title:** HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

\$ 9.95 (100 or More)

Hoffman Occupational Learning

**Price:** \$10.95 Each

**Publisher:** Systems 1974

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kits

CAREERS: SERIES 100 Continued:

Dental Lab Technician-144

Dentist-145

Dietician-146

Draftsman-031

Driver Salesman-168

Electrical Assembler-071

Electrical Engineer-040

Electrocardiograph Technician-147

Electronic Technician-041

Electroplater-072

Fireman-136

Floor Covering Installer-197

Florist-106

Forklift Operator-033

Frameman (Telephone)042

Furniture Salesman-171

Hardware Salesman-172

Hatchery Manager-110

Hatchery Machine Operator-109

Heavy Equipment Operator-065

Helicopter Pilot-096

Hotel Clerk-104

Insurance Agent-Life-174

Key Punch Operator-015

Lensgrinder-074

Librarian-178

Licensed Vocational Nurse-148

Litho Cameraman-044

Lithographer-205

Locksmith-179

Machinist-075

Market Research Analyst-034

Meat Cutter-111

Medical Lab Assistant-149

- Continued -

113 116

**Title:** HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$ 9.95 (100 or More)  
\$10.95 Each

**Publisher:** Hoffman Occupational Learning  
Systems 1974

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit

CAREERS: SERIES 100 CONTINUED:

Medical Records Clerk-017

Medical Technologist-151

Model-188

New Accounts Clerk-018

Nurses Aid-152

Optometrist-154

Painter-190

Pharmacist-156

Photographer-047

Physical Therapist-158

Policeman-141

Postal Clerk-020

Printing Pressman-048

Proof Machine Operator-021

Purchasing Agent-202

Radiologist Technician-160

Radio-TV Service Technician-049

Receptionist-022

Registered Nurse-161

Reporter-051

Secretary-204

Sheet Metal Worker-079

Swimming Pool Serviceman-200

Tailor-185

Technical Illustrator-054

Telephone Lineman-056

Telephone Operator-024

Telephone Service Representative-025

Telephone Supplyman-057

Tool Die Maker-080

Traffic Rate Clerk-027

Travel Agent-098

Veterinarian-114

Waiter/Waitress-165

Warehouseman-038

Watchmaker-186

- Continued 117  
114

**Title:** HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

\$ 9.95 (100 or More)

Hoffman Occupational Learning

**Price:** \$10.95 Each

**Publisher:** Systems 1974

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit

CAREERS: SERIES 200

Able Seaman-115

Air Conditioning & Refrigeration

Mechanic-132

Air Traffic Controller-081

Architect-058

Auto Air Conditioning Mechanic-086

Bellman-162

Biologist-118

Boilermaker-117

Bookkeeper-007

Bricklayer-060

Building Inspector-061

Bus Driver (Commercial)-092

Buyer-028

Captain (Ship)-119

Carpenter-062

Car Rental Representative-093

Cellerman, Winery-101

Cement Mason-043

Chemical Engineer-133

Civil Engineer-063

Coin Vending Machine Mechanic-070

Commercial Artist-029

Conductor, Railroad-094

Copywriter-030

Court Reporter-009

Data Processing Equipment Technician  
-032

Data Processing Programmer-010

Egg Ranch Manager-103

Electrical Appliance Repairman-169

Electrician-Construction-064

Employment Counselor-170

Enologist (Wine Maker)-104

Escrow Officer-011

Exterminator-134

Farm Equipment Operator-105

File Clerk-012

- Continued -

**Title:** HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

\$ 9.95 (100 or More)

**Price:** \$10.95 Each

**Publisher:** Hoffman Occupational Learning Systems 1974

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit

CAREERS: SERIES 200 - Continued

Film Library Clerk-013

First Mate-122

Fish and Game Warden- 123

Fisherman-124

Furniture Upholsterer-073

Geologist-107

Grocery Checker-095

Groundsman-108

Highway Patrolman-137

Home Economist-198

Installment Loan Specialist-173

Insurance Claims Adjuster-175

Interior Designer-176

Juvenile Officer-138

Lawyer-177

Legal Secretary-016

Mail Carrier-139

Map Draftsman-125

Medical Record Librarian-150

Meter Reader-140

Molder Coremaker-076

Moldmaker Plastics Industry-077

Mortician-180

Multilith Operator-045

Musician-189

Navigator-126

New Car Salesman-181

Occupational Therapist-153

Oceanographer-127

Office Machine Serviceman-019

Orderly-155

Park Ranger-112

Personnel Administrator-035

Photo Engraver-046

Physician-157

Plasterer-066

Plumber-067

Psychologist-159

- Continued - 119

**Title:** HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED

**Grade Level:** 7-12

\$ 9.95 (100 or More)

**Author:** \_\_\_\_\_

**Price:** \$10.95 Each

Hoffman Occupational Learning

**Publisher:** Systems 1974

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Kit

CAREERS: SERIES 200 - Continued

Quality Control Inspector-078

Radio Announcer-050

Radioman-Sea-128

Real Estate Appraiser-182

Recreation Worker-164

Rod and Chainman-068

Sales Clerk-036

Securities Salesman-183

Service Writer-184

Set Designer-192

Shipfitter-129

Sign Painter-052

Stage Lighting Man-193

Stage Worker-194

Stenographer-023

Stock Clerk-037

Swamper Loader-113

Tape Editor-053

Taxi Cab Driver-097

Technical Director-187

Technical Writer-055

Title Examiner-026

Truck Driver-Long Haul-099

Urban Planner-135

Wig Stylist-130

Zoological Researcher-131

**NOTE:** Available as individual modules (sound/filmstrip and sound/slide format)  
quantity 0-99-\$10.95 Each. 100 or more \$9.95 Each.

117 120

Title: HOW TO SURVIVE IN COLLEGE

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$84.00

Publisher: Teaching Resources/ 1971  
Vendor Catalog No.: 310

Type: Kit

Five hours of lectures designed to double learning abilities, increase listening skills, develop confidence in test situations, improve reading speed and comprehension, improve test scores and increase the effectiveness of study.

CONTENTS: 8 Cassettes, 9 60-page workbooks, binder, and teacher's guide.

---

Title: HOW TO WRITE A SUCCESSFUL JOB RESUME

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$9.00

Publisher: Alumnae Advisory  
Center, Inc.

Vendor Catalog No.: \_\_\_\_\_

Type: Cassette

An audio cassette tape that tells you how to select the parts of your background that will show the employer you can do the job; write resumes for different jobs, describe volunteer work so it will be recognized as experience, put your resumes to work for you.

121

**Title:** INDUSTRIAL CAREERS KIT

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$45.00

**Publisher:** Careers

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Pamphlets

Contains over 150 semi-skilled, skilled and technical career briefs. Card file format. Yearly subscription \$8.10.

122

119

**Title:** INVESTIGATING COMPUTER SYSTEMS

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$395.00 Complete Set  
\$ 30.00 Each Individual Lesson.

**Publisher:** Mealey

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Filmstrips/Cassettes

UNITS AND LESSONS INCLUDE:

UNIT A-COMPUTERS & BUSINESS \$108.00

1. What is a computer system?
2. Computer-based business organizations.
3. Editing & error prevention.
4. Auditing the system and the staff.

UNIT B-CODES-PLAIN AND FANCY \$135.00

1. What is a code?
2. The punched card or Hollerith code.
3. Binary arithmetic.
4. Binary coded decimal.
5. Data storage media

UNIT C - TALKING TO COMPUTERS \$ 81.00

1. Computer communications.
2. Time-sharing systems.
3. Cool ways to commensurate.

UNIT D - COMPUTER PROGRAMMING \$ 81.00

1. Socrates-on how to clean a motel.
2. A basic program.
3. Computer language composers.

A programmed media course designed to help solve the computer personnel training crisis.

123

120

Title: JOB ATTITUDES

Grade Level: 9-12

Author: \_\_\_\_\_

Price: \$41.50 Each

Guidance

Publisher: Associates 1970

Vendor Catalog No.: \_\_\_\_\_

Type: Filmstrips/Cassettes

TITLES:

A Job That Goes Someplace

9B 102275

Trouble At Work

9B 100337

Liking Your Job and Your Life

9B 102671

Why Work At All?

9B 106318

On The Job: Four Trainees

9B 101285

Five in-depth motivational programs to help young people explore personal and social values they must deal with as they enter the world of work.

" . . . excellent discussion stimulant for distributive education programs and courses in business, secretarial skills, and social studies on the high school and junior college level."

Title: JOB EXPERIENCE KIT

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$140.00

Publisher: SRA 1970

Vendor Catalog No.: 5-4000

Type: Kit

CONTENTS: 30 answer sheets and user's guide for each of the following occupations: accountant, appliance serviceman, auto mechanic, beautician, carpenter, designer, draftsman, electronics technician, elementary school teacher, lawyer, librarian, medical technologist, motel manager, plumber, police officer, salesperson, secretary, truck driver, veterinarian, x-ray technician.

Work-simulation experiences in twenty representative occupations using problem-solving approach as needed in each occupation. Good for on hands experiences with different kinds of jobs.

Title: JOB EXPERIENCE ANSWER SHEETS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$10.80

Publisher: SRA 1970

Vendor Catalog No.: 5-4005

Type: Kit

Complete set of twenty pads of answer sheets to supplement Job Experience Kits (#5-4000).

---

Title: JOB FAMILY SERIES

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$24.25

Publisher: SRA

Vendor Catalog No.: 5-600

Type: Booklets

Set of twenty booklets grouped by jobs, at all educational levels, with common interests and skills. Descriptions of work situations through interviews and observation.

125

Title: JOB FINDING

Grade Level: Secondary

Author: \_\_\_\_\_

Price: \$37.50

Publisher: Danoyer-Geppert

Vendor Catalog No.: 66820

Type: Filmstrips

TITLES INCLUDE:

Your Job Outlook

So You Want A Summer Job

How To Find A Job For Yourself

The Job Interview

How To Get A Job And Keep It

When You Go To Work

Discusses career choice as it relates to job opportunity, finding jobs, successfully performing a job, summer jobs, job interviews, etc.

Title: JOB HUNTING: WHERE TO BEGIN

Grade Level: \_\_\_\_\_

Author: \_\_\_\_\_

\$37.50 Records

Guidance

9B 102289

Price: \$41.50 Cassettes

Publisher: Associates 1972-73

Vendor Catalog No.: 9B-102267

Type: Filmstrips/Cassettes

Helps work-bound youngsters prepare to organize and conduct an effective job search.

PART I: covers private and public employment agencies, fees, meaning of fee-paid, fee-returnable; phoning, personal interviews, newspaper ads, training programs, apprenticeships, civil service, school guidance personnel. Emphasizes assembling many options; learning about jobs beforehand. PART II: Dramatizes specific problems that most often arise in the job hunt. 126

**Title:** JOB OPPORTUNITIES NOW, GROUP I

**Grade Level:** 9

**Author:** \_\_\_\_\_

\$52.80 Set/Records

**Price:** \$58.50 Set/Cassettes

J612-SAR

Filmstrips/Record

**Publisher:** SVE 1970

**Vendor Catalog No.:** J612-SATC

**Type:** Filmstrips/Cassettes

CONTENTS: 6 Filmstrips/3 Records or Cassettes; 6 Teacher's Guides.

\$7.50 each Filmstrip/Teacher's Guide; \$4.00 each Record; \$6.00 each Cassette.

On-site photographs and narration stress jobs not requiring a college degree but the necessity for acquiring skills, proper work attitudes and education.

THE KIT INCLUDES:

Requirements In The World of Jobs	#612-1	Job Opportunities In A Hospital	#612-4
Achieving Success	#612-2	Job Opportunities In A Department	#612-5
Job Opportunities In A Restaurant	#612-3	Store	
		Job Opportunities In A Supermarket	#612-6

127

124

**Title:** JOB OPPORTUNITY SERIES

**Grade Level:** Secondary

**Author:** \_\_\_\_\_

**Price:** \$22.00 Each

**Publisher:** Encyclopedia

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Filmloops

**Publisher:** Brittanica

Complete set contains fifty 8MM films for the purpose of first-hand observation of how jobs are performed. Sampling includes manual, technical and professional jobs broken down in the following areas: government, manufacturing, professional and related occupations, sales occupations, service occupations, skilled and manual occupations, transportation, community and public utilities.

**TITLES INCLUDE:**

Mail Carriers	#S81241	Surveyors	#S81247
Postal Clerks	#S81242	Salesmen & Saleswomen In Retail Stores	#S81249
Assembly Occupations-Electronics	#S81237		
Machining Occupations-Electronics	#S81238	Cooks And Chefs	#S81227
Dental Assistants	#S81236	Cosmetologists	#S81229
Dental Hygienists	#S81216	Firefighters	#S81214
Dental Lab Technicians	#S81217	Policemen & Policewomen	#S81215
Forestry Aids	#S81213	Waiters & Waitresses	#S81228
Medical Laboratory Technologists	#S81219	Air-Conditioning & Refrigeration Mechanics	#S81221
Nurses, Licensed Practical	#S81218		
Nurses, Registered Professional	#S81220	All-Round Machinists	#S81246
Photographers	#S81248	Appliance Servicemen	#S81235

- CONTINUED

**Title:** JOB OPPORTUNITY SERIES (continued)

**Grade Level:** Secondary

**Author:** \_\_\_\_\_

**Price:** \$22.00 Each

Encyclopedia

**Publisher:** Brittanica

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Filmloops

Automotive Body Repairmen	#S81222	Truckdrivers, Over-The-Road	#S81209
Automobile Mechanics	#S81223	Truck Mechanics & Bus Mechanics	#S81225
Bricklayers	#S81200	Vending Machine Mechanics	#S81226
Bus Drivers, Local Transit	#S81212	Welders-Oxygen & Arc Cutters	#S81245
Carpenters	#S81201	Airplane Mechanics	#S81234
Cement Masons	#S81202	Customer Service Occupations	#S81240
Dispensing Opticians & Optical	#S81244	(Electric Power Industry)	
Laboratory Mechanics		Linemen & Cable Splicers	#S81231
Electricians	#S81207	Stewardesses	#S81233
Gasoline Service Station	#S81243	Telephone & PBX Installers &	#S81232
Attendants		Repairmen	
Glaziers	#S81203	Telephone Craftsmen	#S81230
Operating Engineers	#S81204	Transmission & Distribution	#S81239
Painters & Paperhangers	#S81205	Occupations (Electric Power	
Plumbers & Pipefitters	#S81206	Industry)	
Routemen	#S81211		
Sheet Metal Workers	#S81208		
Television & Radio Service	#S81224		
Technicians			
Truckdrivers, Local	#S81210		

129

Title: JOBS AND CAREERS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$54.00 Set

Publisher: Changing Times

Vendor Catalog No.: \_\_\_\_\_

Type: Kit

INCLUDES: 40 booklets (reprints); 1 transparency; 1 duplicating master; teacher's guide.

TITLES:

JOBS: An Updated Look Into The Future	\$ 8.00
How On Earth Do Working Wives Manage?	8.00
* Have An Employment Agency To Find You A Job?	8.00
How Much Do Fringes Boost Your Pay?	10.00
Now At Last Better Jobs For Women	10.00
Schools Give Better Job Training Now	\$10.00

Title: JOBS AND GENDER

Grade Level: 7-9

Author: \_\_\_\_\_

\$37.50 Records

Price: \$41.50 Cassettes

9B103-349

Filmstrips/Records

Publisher: Guidance Associates

Vendor Catalog No.: \_\_\_\_\_

9B103-356

Type: Filmstrips/Cassettes

In depth interviews challenge stereotypes about "men's work" and "women's work". A carpenter discusses how she entered her trade, relations with co-workers, responsibilities as a mother, and carpentry as a field for women. A male nurse talks about his humanitarian motives, increase in male nurses, clinical and administrative duties., etc.

130

Title: JOBS IN PRINTING

Grade Level: 7-12

\$67.00 Records

Author: \_\_\_\_\_

Price: \$90.00 Cassettes

Publisher: Coroact 1971

S 228

Vendor Catalog No.: M 228

8 Filmstrips/4 Records

Type: 8 Filmstrips/8 Cassettes

Shares on-the-job-workers who explain and demonstrate duties, demands, and rewards.  
Highlights technical skills needs, equipment operation.

---

Title: JOBS IN HEALTH SERVICE

Grade Level: 7-12

\$67.00 Records

Author: \_\_\_\_\_

Price: \$90.00 Cassettes

Publisher: Coroact 1971

S 213

Vendor Catalog No.: M 213

8 Filmstrips/4 Records

Type: 8 Filmstrips/4 Cassettes

Sound filmstrips of on-site visits to workers in the field. Conclusively discusses  
rewards, responsibilities, training, etc.

131

Title: JUNIOR HIGH CAREER DESK-TOP KIT

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$123.00

Publisher: Careers, Inc.

Vendor Catalog No.: \_\_\_\_\_

Type: Kit

Card file format - price includes one years subscription fee. Yearly subscription for eight monthly updating packets is \$43.20 per year. Lists over 1,000 professions and careers.

Title: KEYS - CAREER EXPLORATION PROGRAM

Grade Level: 6-12

Author: \_\_\_\_\_

Price: \$106.00

Publisher: SRA 1972

Vendor Catalog No.: 5-3050

Type: Kit

CONTENTS: 10 Filmstrips, Cassettes, Guide and Manual.

Introduces ten job families based on interests (as measured by The Kuder E Interest inventory). Actual on-the-job interviews selected to demonstrate the variety of careers in each family at different education levels.

Title: KNOW: KNOWLEDGE NEEDED TO OBTAIN WORK

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$50.00

Publisher: SRA 1973

Vendor Catalog No.: 5-75

Type: Kit

Overhead transparency program that illustrates in seven segments how to select a job and how to apply for it. Accompanying text elaborates.

Wallet cards also available in Spanish.

CONTENTS: 64 Transparencies; Text in looseleaf binder; Wallet cards (key statements).

---

Title: LEISURE TIME: BUSY OR BORED?

Grade Level: 9-12

Author: \_\_\_\_\_

\$55.50 Set

Price: \$13.00 Each

Publisher: Eye Gate 1971

Vendor Catalog No.: TX 216

Series

Type: Filmstrip/Cassette

TITLES INCLUDE:

Work For What?	#X216A	Leisure On A Shoestring	#X216D
Killing Time and Yourself	#X216B	Have You Tried --- ?	#X216E
Free Time Is Not So Free	#X216C	Time To Be Yourself	#X216F

Treats leisure time as an individual problem and aims to develop individual understanding of the problem.

233

Title: MODERN CONSUMER EDUCATION AND SUPPLEMENT ONE

Author: \_\_\_\_\_

Publisher: Grolier Ed. Corp.

Vendor Catalog No.: \_\_\_\_\_

Grade Level: 7-9

\$237.00 Total Program

Price: \$ 74.50 Supplement

Filmstrips/Cassettes,

Type: Charts, Manuals, Student

Record Books, Instructions.

A practical, real-life approach to career education through economic awareness and understanding.

Module 1. Food, Clothing and Shelter \$44.00

Module 2. Cars, Furniture and Appliances \$48.00

Module 3. Protecting Family Health and Security \$52.00

Module 4. You and The Law \$38.00

Module 5. Ways To Handle Money \$42.00

Module 6. Ways To Shop \$72.00

Supplement 1 - \$74.50

Title: MOTIVATION FOR CAREER SUCCESS

Grade Level: 7-12

Author: \_\_\_\_\_

Educational

Price: \$285.00

Publisher: Achievement 1972

Vendor Catalog No.: \_\_\_\_\_

Type: see below

Materials: 30 Cassettes, Manuals, Supplementary Material, Visuals, Cassette Player.

Program designed to present concepts that are critical to career success through inquiry method and motivate student to explore strengths and weaknesses.

MODUL S INCLUDE:

A. Developing Commit ent For Career Success.

B. Developing Habits For Career Success.

C. Developing A Life-Style For Intelligent Action

D. Developing Leadership Ability For Career Success.

E. Planning For Career Success.

F. Education For Career Success.

131

Title: MY EDUCATIONAL PLANS

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$2.55

Publisher: SRA 1970

Vendor Catalog No.: 5-729

Type: Booklets

Fifteen complete self-appraisal inventories help student plan a realistic high school program. Sixty-six pages.

---

NEW ROCHESTER OCCUPATIONAL READING SERIES:

Title: THE JOB AHEAD - LEVELS I, II, & III

Grade Level: 7-9

Author: \_\_\_\_\_

Price: see below

Textbook, Exercise Books,

Publisher: SRA 1963

Vendor Catalog No.: see below

Type: Teacher's Guide

PRICE: Textbook (each level) \$5.18; Set (5) of Exercise Books \$3.80; Teacher's Guide (each level) \$1.46.

LEVEL I: Grade 2 Reading Level - Text #5-1911; Exercise Books #5-1917; Teacher's Guide (for all three levels) #5-1901;

LEVEL II: Grades 3 and 4 Reading Level - Text #5-1921; Exercise Books #5-1927;

LEVEL III: Grades 4 and 5 Reading Level - Text #5-1931; Exercise Books #5-1937;

Stories emphasize attitudes and skills for success on the job and in society. Printed at three reading levels (grades 2-5) but all having same subject matter, sequence and illustrations. Aimed at non-academic student, potential dropout, etc.

135

Title: THE NEWSPAPER IN AMERICA

Grade Level: 7-12

Author: \_\_\_\_\_

\$52.50 Records/Set

Price: \$58.50 Cassettes/Set

Publisher: SVE 1969

161-SAR

Vendor Catalog No.: 161-SATC

Filmstrips/Records/Set

Type: Filmstrips/Cassettes/Set

PRICE: \$7.50 Each Filmstrip; \$4.00 Each Record; \$6.00 Each Cassette.

CONTENTS: 6 Filmstrips/3 Records or Cassettes, 6 Teacher's Guides.

Presents people who make up newspaper staffs and their responsibilities in the following titles:

Reading Daily Newspapers	#161-1	Understanding Feature Stories	#161-4
Weeklies and Other Publications	#161-2	Preparing News For Print	#161-5
Writing For Newspapers	#161-3	The Finished Newspaper	#161-6

Title: NURSING AS A CAREER SERIES

Grade Level: 7-12

Author: \_\_\_\_\_

\$40.00 Series

Price: \$ 7.25 Each

Publisher: BFA 1968

Vendor Catalog No.: 307000

Type: Filmstrips

Five captioned filmstrips include: REGISTERED NURSES: 1. Types of Jobs and Opportunities; 2. Qualifications and Education; 3. Licensed Practical Nurse; 4. Nursing Assistant; 5. Dental Hygienist.

136

**Title:** OCCUPATIONAL EXPLORATION KIT

**Grade Level:** 9-12

**Author:** \_\_\_\_\_

**Price:** \$123.00

**Publisher:** SRA 1971

**Vendor Catalog No.:** 5-1000

**Type:** Kit

CONTENTS: OccuScan Coding Device; 400 Occupational Briefs; 20 Job Family Booklets; Guidance Series Booklets; 25 Student Record Books; Guide for Counselors and Teachers.

Uses OccuScan coding device to help student explore a wide variety of occupations, the abilities and education required, the earnings and outlook; all in relation to the students own skills, objectives and interests. Includes jobs related by interests and skills, how personality and interests relate to career choice, school subjects as related to careers, part-time jobs and job hunting. Subscription to Guidance Service can keep kit up-to-date.

137

Title: OCCUPATIONAL VIEW DECK

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$85.00

Publisher: Chronicle Guidance Vendor Catalog No.: 903 D

Type: Kit

A tool for discovering occupations which match a student's interests and temperament. Contains: Criteria Cards, Temperament Check List, Preference Forms, Occupational Profiles and Storage Box with Viewing Deck.

Recommended for all Career Information Centers.

---

SECOND SEMESTER)

Title: OCCUPATIONAL WORK EXPERIENCE (FIRST SEMESTER, /

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$2.50 Each

Ohio State

MS-38

Publisher: University 1971

Vendor Catalog No.: MS-39

Type: Workbook

To assist instructor working with students not progressing in a regular school program. Topics Include: Orientation; How To Study; Why Stay In School; Labor Regulations, Unions, and Relation; Personal Budgeting; Workman's Compensation, etc.

138

Title: OCCUPATIONS Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \$1.50  
New  
Publisher: Readers Press 1972 Vendor Catalog No.: 493 Type: Book

Guide to careers in these areas: Service in Government; Paraprofessional, Clerical;  
Hotel and Restaurant; Driving; and Skilled Occupations.

---

Title: ON THE JOB: FOUR TRAINEES Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \$37.50  
Publisher: GUIDANCE ASSOCIATES Vendor Catalog No.: 1F-101285 Type: Filmstrips/Cassettes

Built around candid interviews and on-location photos; program sparks student identification with: A nurses aide in an upgrading licensed practical nurse program; A student in hotel management training; A gas utilities trainee learning on the job; An apprentice machinist undergoing formal factory training.

139

Title: OPPORTUNITIES IN RETAILING

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$3.00

Publisher: J. Weston Welch

Vendor Catalog No.: \_\_\_\_\_

Type: Posters

Eighteen posters describe job openings in retailing; what kind of person should be in a particular field and what skills and training are necessary. Shortcomings and rewards are included for jobs in these categories: Selling; Non-Selling; Management; Proprietorship; Publicity; Merchandising and Control.

KEY)

Title: ORGANIZATION FOR MARKETING (+ TEACHER'S MANUAL AND/

Grade Level: 10-12

\$2.00 Teacher's Manual

Author: Ely, V. K.

Price: \$1.89 Booklet

07-019306

Teacher's Manual

Publisher: McGraw-Hill 1971

Vendor Catalog No.: 07-019305-3

Type: Booklet

Occupational Manuals and Projects In Marketing Series. See title: Buying and Pricing.

149

**Title:** PEOPLE WHO INFLUENCE OTHERS **Grade Level:** 10-12  
**Author:** Guidance **Price:** \$45.00  
**Publisher:** Associates 1973 **Vendor Catalog No.:** 1F-301869 **Type:** Filmstrips/Cassettes

Introduces a model and cosmetics demonstrator who talks about selling products she believes in; an advertising executive who's working on a public service campaign for a city zoo; a county agent who invites students to a dairy farm where he helps farmers improve their farming methods. Program emphasizes qualities of gregariousness, self-confidence, sensitivity, empathy, and leadership.

141

138

Title: PEOPLE WHO MAKE THINGS

Grade Level: 7-12

Author: \_\_\_\_\_

\$240.00 Set

Price: \$ 24.00 Each

Publisher: BFA 1973

Vendor Catalog No.: 4A-5000

Type: 8MM Loops

Ten 8MM film loops explore these occupations: Machinist; Baker; Carpenter; Iron-worker; Ceramist; Tailor; Bricklayer; Upholsterer; Framemaker; and Plastics Worker.

Title: PEOPLE WHO MAKE THINGS

Grade Level: 7-9

Author: \_\_\_\_\_

\$37.50 Records

Price: \$49.50 Cassettes

1973  
Publisher: Guidance Associates/

9B-301786

Vendor Catalog No.: 9B-301794

4 Filmstrips/Records

Type: 4 Filmstrips/Cassettes

Two skilled construction workers describe their part in assembling DC-10 Airplanes; A chef demonstrates his way of preparing fine foods; A model builder shows how he builds an entire city to scale. Interviews focus on pride of craft, the satisfaction of making useful things, the pleasure many people gain from creating with their hands.

142

Title: PERSONAL COMMITMENT: WHERE DO YOU STAND?

Grade Level: 9-12

Author: \_\_\_\_\_

\$37.50 Record

Price: \$41.50 Cassette

9B 100923

2 Filmstrips/Records

Publisher: Guidance Associates

Vendor Catalog No.: 9B 100931

Type: 2 Filmstrips/Cassettes

Seven young people discuss personal and social commitment in their own lives; attempt to define "commitment"; "involvement"; "opposition"; "social responsibility"; relate these concepts to active identification with causes and groups. Stressing the value of self awareness, self belief and responsibility, participants explore criteria for positive commitment; discuss ways to evaluate experiences, foresee consequences of specific actions; understand the role of emotion in determining the essential "rightness" of decisions.

---

Title: PREPARING FOR AN INTERVIEW

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$6.00

Publisher: J. C. Penney 1974

Vendor Catalog No.: 83192

Type: Filmstrip/Record

Presents information on how to evaluate personal qualifications for a job; what types of questions might be asked at an interview, appropriate dress, etc.

143

**Title:** PREPARING FOR THE WORLD OF WORK

**Grade Level:** 9-12

**Author:** \_\_\_\_\_

\$37.50 Records

**Price:** \$41.50 Cassettes

1965

9B-103901

Filmstrips/Records

**Publisher:** Guidance Associates/

**Vendor Catalog No.:** 9B-103927

**Type:** Filmstrips/Cassettes

Part one offers advice on evaluating one's capabilities and aptitudes; stresses the value of consulting guidance counselors and teachers; introduces vocational education on an integrated learning program involving classroom, shop, laboratory and actual job situations. Part two investigates the five major areas of vocational education: Home Economics; Trade and Industry; Agriculture; Distributor; Business and Office. Student teacher and employer interviews emphasize the availability and effectiveness of such training.

141

PREPARING FOR WORK I  
**Title:** PREPARING FOR WORK II

**Grade Level:** 10-12

\$37.50 (I) \$6.25 Each

**Author:**         

**Price:** \$25.00 (II) Filmstrip

**Publisher:** Denoyer Geppert

67826

**Vendor Catalog No.:** 67827

**Type:** Filmstrips

TITLES INCLUDED IN I:

The Meaning of Work	#66832	Skills That Pay Off	#66828
Your Life of Work	#66800	Marriage and Career	#66721
Interest Pay Off	#66801	Volunteer Work	#66838

TITLES INCLUDED IN II:

Career Planning Is A		Where Will You Live And	
Changing World	#66802	Work	#66824
How To Study Occupations	#66803	What Vocational Studies Can	
		Do For You	#66829

Work is depicted as the major activity of our lives. Preparation and planning are emphasized.

145

Title: PROGRAMMED WORK AWARENESS KIT LEVEL B

Grade Level: K-4

Author: \_\_\_\_\_

Price: \$150.00

1973

Publisher: Chronicle Guidance/ Vendor Catalog No.: E32B

Type: Kit

The programmed work awareness concept is made operational in this kit by the use of puppets, stories, songs and games. Materials will aid in the introduction of work concepts in your classroom.

---

Title: RETAILING SERVES THE CONSUMER

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$4.25

Publisher: J. C. Penney

Vendor Catalog No.: 82304

Type: Filmstrip/Record

Planned to help young people see how the jobs they might hold in a retailing organization are an important part of a service in the community.

143

**Title:** RICHARD ROSEN GUIDANCE SERIES - CAREERS IN DEPTH

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$3.99 Each

**Publisher:** Richard Rosen Press

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Books (88 In Series)

Written by a specialist in each field; first hand experience presents training, abilities, responsibilities and interests which fit a person for that job. Insights include the advantages and disadvantages, as well as the expected future trends for the specific career discussed. Some of the careers included in the series are: Your Future in Securities; Your Future In Traffic Management; Your Future As A Home Economist; Your Future As A Dental Hygienist.

---

**Title:** SCIENCE CAREERS KIT

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$37.20

**Publisher:** Careers, Inc.

**Vendor Catalog No.:** \_\_\_\_\_

**Type:** Pamphlets

Contains over 120 career briefs in card file format in areas of science and engineering. Can be kept up to date for \$6.45 per year.

147

Title: SERVICE STATION PRACTICE SET

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$2.16

Publisher: Southwestern

Vendor Catalog No.: A-215

Type: Workbook

A combined cash journal and daily business summary sheets are included. The 78 transactions for June involve use of the credit cards. A work sheet and statement are prepared.

---

Title: SKILLED AND SEMI-SKILLED OCCUPATIONS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$3.50

Publisher: J. Weston Welch 1968

Vendor Catalog No.: \_\_\_\_\_

Type: Posters

Provide insight into eighteen kinds of jobs; what is necessary for success, what kind of person is needed, what questions to ask, pay, other advantages, and how to find out about other occupations.

148

Title: SMART SPENDING

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$65.00

Publisher: EAV

Vendor Catalog No.: 9AK571

Type: Kit

CONTENTS: Teacher's Guide; 1 Record; 2 Filmstrips; 26 Reusable Booklets; Garment hangtags; Problem Cards; Scripts for Rollplaying; and Catalog Card Kit.

Problem-oriented teaching strategies and illustrative material simulate realistic purchase situations, analyzes deceptive practices in selling and advertising; investigates the use of credit, dramatizes bank loan requests and examines budgeting.

The teacher's guide explains the material and supplies strategies, simulations, questions, projects, correlations with standard textbooks in the field and a complete biography.

---

PROCESSING

Title: STANDARD DICTIONARY OF COMPUTERS AND INFORMATION/

Grade Level: 10-12

Author: Weik, Martin H.

Price: \$11.95

Publisher: Hayden Book Company

Vendor Catalog No.: X5677-X

Type: Dictionary

Defines and explains more than 10,000 hardware and software terms in general use throughout the field of computers.

149

Title: TREES FOR 2001

Grade Level: 7-12

Author: \_\_\_\_\_

\$22.00 Record

Price: \$24.50 Cassettes

1973

3D-400380

Filmstrips/Record

Publisher: Guidance Associates/ Vendor Catalog No.: 3D-400398

Type: Filmstrips/Cassettes

First-person interviews and on-location photography introduce students to the work of rangers, loggers, forest engineers, and technicians, watershed and nursery managers. Produced in cooperation with The American Forest Institute.

Title: TROUBLE AT WORK

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$37.50

1970

Publisher: Guidance Associates/ Vendor Catalog No.: 1F-100337 Type: Filmstrips/Records

Dramatizations explore conflict between: the impatient apprentice and stern master mechanic; the family burdened hospital worker and the supervisor faced with absenteeism; the mistake-prone salesgirl and her gruff, non-supportive boss; an ambitious filling station worker and his unmotivated pal. ". . . A relevant and stimulating production for class or individual use in personal and vocational guidance." - Booklist.

150

**Title:** TURNER CAREER GUIDANCE SERIES

Reading Level

**Grade Level:** 10-12/ 5-6

**Author:** \_\_\_\_\_

\$2.00 Each Teacher's Guide

**Price:** \$1.16 Each Booklet

Teacher's Guide

**Publisher:** Follett 1968

**Vendor Catalog No.:** 0606

**Type:** Booklets

Contains 138 structured daily lessons in six workbooks to present a cohesive and integrated program in career planning. Each book treats a different major aspect of career and job experience. Titles include:

Wanting A Job	#0600	Holding A Job	#0604
Training For A Job	#0601	Changing A Job	#0605
Starting A Job	#0602	Teacher's Guide	#0606
Looking For A Job	#0603		

**Title:** TYPICAL GYPS AND FRAUDS

**Grade Level:** 10-12

**Author:** \_\_\_\_\_

**Price:** \$43.50

**Publisher:** Changing Times

**Vendor Catalog No.:** 2346

**Type:** 2 Filmstrips/Cassettes

Helps students develop a healthy skepticism toward the marketplace. Alerts them to typical gyps and frauds.

151

Title: VIEW DECK VIEWER ILLUMINATED

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$60.00

Publisher: Chronicle Guidance

Vendor Catalog No.: 900 V

Type: Kit

Light board that acts as storage box for use with "View Deck Cards" of occupations or colleges. This viewer is used with college information and occupational information published by Chronicle Guidance.

---

AND OTHERS

Title: VOCATIONAL BIBLIOGRAPHIES: NEW CAREERS FOR WOMEN /

Grade Level: 7-9

Author: \_\_\_\_\_

Price: \$190.30 Set (21 Vol's.)

Vocational                      1973

Publisher: Bibliographies, Inc. / Vendor Catalog No.: \_\_\_\_\_

Type: Booklets

TITLES INCLUDE:

L74 - 21 volume Career Library (B-C-D-	\$190.30
E75 - 7 volume Subscription (1974-75)	\$ 74.60
D74 - 7 volume 7-3-74	\$ 74.60
C73 - 7 volumes 72-73	64.00
B72 - 7 volumes 71-72	\$ 64.00
A71 - 7 volumes 70-71	\$ 64.00

Spiral bound sets of case studies and interviews with women and others in all types of jobs ranging from non-skilled to highly skilled and educated. Interviews attempt to give honest picture of what the job is like. Issued periodically, subscription cost about \$75.00 per year; may be ordered individually.

Title: VOCATIONS: MEDICAL CAREERS

Grade Level: 10-

Author: \_\_\_\_\_

\$150.00 Set/Records

Price: \$170.00 Set/Cassettes

Publisher: Aims 1971

Vendor Catalog No.: \_\_\_\_\_

Filmstrips/Records

Type: Filmstrips/Cassettes

SETS INCLUDE:

Set 1: Nursing Services

Set 4: Hospital Administrators

Set 2: Medical Technicians

Set 5: Medical Therapists

Set 3: Medical Aides

Covers basic opportunities in health careers. Entire program includes 50 Filmstrips with Records or Cassettes, student handbooks and counselors manual.

Entire Program with Records \$650.00;

Entire Program with Cassettes \$750.00

---

Title: WHAT TO EXPECT AT COLLEGE

Grade Level: 11-12

Author: \_\_\_\_\_

\$37.50 Filmstrips/Records

Price: \$41.50 Filmstrips/Cassettes

Publisher: Guidance Associates

Vendor Catalog No.: 9B-100147

Filmstrips/Records

Type: Filmstrips/Cassettes

Students describe their own college expectations, misconceptions, adjustments; designed as a discussion starter among college bound students.

153

Title: WHAT YOU SHOULD KNOW BEFORE YOU GO TO WORK

Grade Level: 10-12

Author: \_\_\_\_\_

\$43.50 Filmstrips/Records

Price: \$48.50 Filmstrips/Cassettes

9M-106102

Filmstrips/Records

Publisher: Guidance Associates Vendor Catalog No.: 9B-106144

Type: Filmstrips/Cassettes

PART I: explains ways to begin narrowing career choices; discusses positive work attitudes; considers union membership in some areas. Shows how a young file clerk, nurses aide and airline cargo loader built fine careers from unskilled entry level jobs. PART II: offers advice on finding a job, job interviews; considers on the job "don'ts" such as taking extra time, failing to call in when absent, over socializing. Peer interviews stress ways to advance more rapidly in typical situations.

Title: WORKING IN A STORE

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \$2.25

Publisher: Fairchild 1972

Vendor Catalog No.: \_\_\_\_\_

Type: Booklet

Helps student understand the functions performed by the store and the personnel need to sustain these activities. Also discusses attitudes, knowledge, and skills required in addition to problems encountered.

151

Title: THE WORLD OF COMMUNICATIONS-VISUAL MEDIA

Grade Level: 10-12

Author: Hauenstein and Bachmeyer

\$9.00 Teacher's Guide  
Price: \$5.97 Textbook; \$2.97 Manual  
Teacher's Guide

Publisher: McKnight Co. 1974

4103

Vendor Catalog No.: 4101;4102 Type: Textbook; Manual

Seven units are designed to stress the importance of communications and the understanding of its processes, help students develop their ability to express their ideas orally and in writing through activities and projects and offers career guidance and occupational information.

CONTENTS: Textbook, Activity Manual and Teacher's Guide. Complete package also includes Filmstrips, Tape Recordings and Transparencies.

---

Title: THE WORLD OF WORK

Reading Level

Grade Level: 10-12 / 4-5

Author: Koschnick, Kay

Price: \$1.25

New Readers

Publisher: Press 1969

Vendor Catalog No.: 491

Type: Book

Tells where the jobs are and how to find them with detailed information on using the want ads, the state employment service and private employment agencies and the out of job interviewing. Also discusses good and bad work habits, pay check, time sheets, union membership, job training programs and jobs for special categories of workers: teens, adults and the handicapped.

155

**Title:** WORLD OF WORK SERIES - SETS I, II

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

\$ 95.00 Set/Records

**Price:** \$110.00 Set/Cassettes

6 Filmstrips/Records

**Publisher:** McGraw-Hill 1967, 1970 **Vendor Catalog No.:** see below **Type:** 6 Filmstrips/Cassettes

SET I #619249-0 Records; #101122-1 Cassettes; SET II #619260-1 Records; #102129-9 Cassettes. SET I: Qualifications and suggestions for entering some jobs that require little training are explained by workers. SET II: Additional workers comment on their jobs.

SET I INCLUDES:

TV Repairman  
Gas Station Attendant  
Hospital Workers  
Vending Machine Routeman  
Hairdresser  
Office Workers

SET II INCLUDES:

Electrical Assembler  
Construction Worker  
Garment Worker  
Restaurant Worker  
Truck Driver  
Retail Salesperson

156

153

Title: THE WORLD OF WORK I: ON THE JOB

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$229.50

Educational

20 Cassettes/Student

Publisher: Resources 1969

Vendor Catalog No.: ERI 300A

Type: Record Books

Twenty tape cassettes to help with development of interpersonal skills in realistic job situations. Contains taped lessons, dramatizations and open-ended discussions.

---

Title: WORLD OF WORK II: GETTING A JOB

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \$131.00

Educational

Publisher: Resources

Vendor Catalog No.: ERI 301-A

Type: 12 Tapes/Student Guides

Twelve tape cassettes teaching job acquisition skills. Involvement in and response to taped lessons and dramatic situations; open-ended discussion tapes.

157

AND INFORMATION

Title: THE WORLD OF WORK III: CROSS VOCATIONAL SKILLS / Grade Level: 9-12

Author: \_\_\_\_\_ Price: \$175.00

Educational

Publisher: Resources, Inc. 1973 Vendor Catalog No.: ERI 302 Type: Cassettes/Study Guides

Covers following areas: general sales and customer service for non-sales personnel, structure of a company telephone answering skills, handling trouble situations, billing and shipping, company rules, business vocabulary, etc. Contained on exposition tapes open-ended discussion tapes.

Title: WORLDS WITHIN WORLDS Grade Level: 7-9

Author: \_\_\_\_\_ Price: \$10.00

Eastman Kodak

Publisher: Company 1970 Vendor Catalog No.: ED10-6B Type: Kit

CONTENTS: 78 Slides; 1 Phontape; Brochure and Guide.  
An introduction to career opportunities in professional and industrial photography.

158

**Title:** YOUR FIRST WEEK ON THE JOB

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

\$37.50 Filmstrips/Records

Guidance

9B-101988

**Price:** \$41.50 Filmstrips/Cassettes  
Filmstrips/Records

**Publisher:** Associates 1972-73

**Vendor Catalog No.:** 9B 101996

**Type:** Filmstrips/Cassettes

Humorous dramatizations to reduce student's anxiety, increase their confidence, introduce them to key rules of thumb, common problems and ways of finding solutions.

PART I includes priorities, office manners, and taking a phone call. PART II includes office grooming, taking a break, dealing with complaints.

---

**Title:** YOUR JOB AND YOUR FUTURE: BOOKS I AND II

**Grade Level:** 7-9

**Author:** \_\_\_\_\_

**Price:** \$.99 Each

07-047661-6 Book I

**Publisher:** McGraw-Hill 1968

**Vendor Catalog No.:** 07-047662-4

**Type:** Booklet

Illustrated language arts workbooks specifically designed for educationally disadvantaged urban student. Offers instruction in practical skills within the context of job procurement.

159

**Title:** YOUR WORKING FUTURE: COMPUTER CAREERS

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$17.00

Encyclopedia 1973

**Publisher:** Britannica Ed. Corp./Vendor Catalog No.: 6482K

**Type:** Filmstrip/Cassette

Banking, Telephoning, Marketing - all these and many other businesses depend on the help of computers. The filmstrip describes computer related jobs in this order: processing and accounting department of a record manufacturer.

---

**Title:** YOUR WORKING FUTURE: COMMERCIAL ARTIST

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

**Price:** \$17.00

Encyclopedia

**Publisher:** Britannica Ed. Corp. Vendor Catalog No.: 6479K

**Type:** Filmstrips/Cassette

Hundreds of thousands of advertisements in magazines and newspapers, millions of attractive package displayed on store shelves, giant billboards, posters, and signs are all works of commercial art. Each artist is a specialist and this filmstrip follows the progress of an advertisement that has been ordered by a clothing manufacturer.

100

**Title:** YOUR WORKING FUTURE: DENTAL HYGIENIST

**Grade Level:** 7-12

**Author:** \_\_\_\_\_

Encyclopedia 1974

**Price:** \$17.00

**Publisher:** Britannica Ed. Corp/ **Vendor Catalog No.:** 6481K

**Type:** Filmstrips/Cassette

With the improved standards of living has come a greater awareness of the need for regular health care. To meet the heavy demand for their services, many doctors and dentists employ people with special training to help them care for additional patients. This filmstrip shows the dental hygienist at work giving a preliminary examination of a patient.

161

**FROM THE MCPS  
FILM LIBRARY . . . .**

162

Title: F 5868      AMERICA AT RETAIL      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
         Victor  
Publisher: Kayfetz Productions      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM

Discusses how to use effective displays and signs for point-of-purchase advertising, from the point of view of the purchaser, the retailer, and top management. 20 min-color.

---

Title: F 5086      APPLYING FOR A JOB      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: EBF      1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Explains how to apply for a job, how to dress for the interview, how to determine the suitability of a job, and how to benefit from specialized training. 13 min. Color.

103

Title: F 5331      ARCHITECTURAL CAREERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Films Inc. 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Various careers in the field of architecture are examined. 25 min. color.

---

Title: F 6215      THE BELLMAN      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
            National Restaurant  
Publisher: Association      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Demonstrates the responsibilities of a bellman. 10 min., color.

164

Title: F 5398      CAREER EDUCATION      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          National Audiovisual  
Publisher: Center    1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the meaning and nature of career education, and stresses it's importance in an industrial society. Shows many models of career education under experiment. 25 min., color.

---

Title: F 5907      CAREER EDUCATION IN GEORGIA      Grade Level: Teacher Training  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          State Department of  
Publisher: Education Georgia      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the nature and purpose of career education. Shows how students at different levels can be involved in various types of career education programs. 30 min., color.

165

Title: F 5649      CAREERS IN COSMETOLOGY      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Milady 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Explores the various job opportunities centered around beauty services. 16 min., color.

---

Title: F 6017      CAREERS IN FIREFIGHTING      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Oxford Films 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Explores the many disciplines which are required in order to provide fire protection. Covers fire inspection, investigation, rescue work and use of high speed digital computers in coordination of personnel, equipment and fire locations. 13 min., color.

166

Title: F 5734      THE CHOICE IS YOURS      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: ACI    1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Presents the field of vocational occupations as an alternative to college for young people. 13 min., color.

---

Title: F 6000      CHOOSING A JOB      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
            Encyclopedia  
Publisher: Britannica    1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Explains how to choose a suitable job and how to benefit from trainee programs. 12 min., color.

167

Title: F 5518      CODE BLUE

Grade Level: 10-12

Author: National Audiovisual

Price: \_\_\_\_\_

Publisher: Center      1970

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Motivates Black and other minority groups to consider a career in medicine or allied health occupations. Shows young Black people and Chianos discussing the need for minority representation in health manpower. 27 min., color.

---

Title: F 5786      COOKS, CHEFS, AND RELATED OCCUPATIONS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Sterling      1970

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Describes the various jobs and job duties that exist in the field of food preparation. Points out that job sites include trains, planes, ships, restaurants, schools, hospitals, etc. 7 min., color.

168

Title: F 5329      COSMETIC INDUSTRY CAREERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Films, Inc. 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the variety of careers available in the cosmetic industry, including that of cosmetician. 15 min., color.

---

SPEAKING SKILLS

Title: F 6041      ENGLISH ON THE JOB: LISTENING AND /      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Workers at a service station, construction site, and a restaurant illustrate how listening and speaking skills are vital for getting and holding a job. 14 min., color.

169

Title: F 5863      ENGLISH ON THE JOB: READING SKILLS

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Coronet 1972

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Shows how to increase job skills by improving reading skills. Discusses the importance of skimming, finding key words and phrases, evaluating, summarizing, and finding the meaning of unfamiliar words. 14 min., color.

---

Title: F 6214      THE FRONT DESK

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

National Restaurant

Publisher: Association 1972

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Demonstrates the responsibility of a person who deals with guests at the front desk in hotels, motels, etc. Includes instructions on how to handle guest complaints and requests for service. 10 min., color.

170

Title: F 2153      GENERAL FOREMAN      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: McGraw-Hill    1958    Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Dramatized incidents show how a general foreman who is subject to pressures from above and from the men under him is placed in a conflicting double role. 30 min., B&W.

---

Title: F 5330      GENERAL INSURANCE CAREERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Films, Inc.    1971    Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the various careers in the general insurance field, including that of salesman, underwriter, claims adjuster and insurance field man. 15 min., color.

171

Title: F 5916      GETTING A JOB IS A JOB

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Dobie-Dash Prod. 1967      Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Follows two young people as they seek employment, pointing out the correct procedures for getting a job. 17 min., color.

---

Title: F 4642      GOING PLACES

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Cahil 1966

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Describes how and why the groundwork for ones first job is laid in school. Explains how schools aid in the development of self-knowledge and can be fun when the student participates. 8 min., color.

272

Title: F 2910      GOODWILL AMBASSADORS      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: MLA      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the concept of personalized service as the cause of customer loyalty and continuing patronage. 6 min., color.

---

Title: F 5694      THE HABIT OF WINNING      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: \_\_\_\_\_ Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Presents interviews with former members of Vince Lombardi's Green Bay Packers who are now successful in business to show how attitude makes a difference. 26 min., color.

173

Title: F 5840      HELICOPTER HELPERS      Grade Level: 1-6  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: BFA    1969      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Shows helicopters as a unique method of transportation, being used to carry people over traffic and cities, to locate lost people in remote inaccessible areas, and to rescue people at sea. 11 min., color.

---

Title: F 6018      HOSPITAL CAREERS      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Oxford Films    1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Explores work opportunities within the hospital, showing the skill, dedication and teamwork of doctor, nurses, medical technologists, physical therapists, orderlies, and workers in various support services. 13 min., color.

171

Title: F 4638      IF YOU'RE READY      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          McDonnell  
Publisher: Douglas      1967      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Illustrates the importance of education in the business world and explains that courses offered by schools are vital factors in securing worthwhile employment after graduation. 13 min., color.

---

Title: F 5335      IS A CAREER AS A TECHNICIAN FOR WORK?      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: ATMS      1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the occupation of a technician, and shows the opportunities available in the field. Explains necessary qualifications and training required for a technician. 14 min., color.

175

Title: F 5779      IS A CAREER IN FINANCE, INSURANCE OR /      Grade Level: 7-12  
 Author: \_\_\_\_\_ Price: \_\_\_\_\_  
 Publisher: AIMS 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Stresses similarities in the basic nature of occupations in the field of finance, insurance and real estate. Discusses job opportunities in these three areas. 14 min., color.

Title: F 5777      IS A CAREER IN HEALTH SERVICES FOR YOU?      Grade Level: 7-12  
 Author: \_\_\_\_\_ Price: \_\_\_\_\_  
 Publisher: AIMS 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Views health service careers; portrays the nature of the work and presents the great variety of health related occupations that are available. 14 min., color.

Title: F 5336 IS A CAREER IN MACHINING FOR YOU? Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: AIMS 1971 Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the career of machinist, and the opportunities available in this field.  
Discusses the aptitudes, qualifications and training necessary for this occupation.  
15 min., color.

---

Title: F 5776 IS A CAREER IN RADIO OR TELEVISION FOR / YOU? Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: AIMS 1972 Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Surveys job opportunities in the field of broadcasting. 15 min., color.

BUSINESS FOR YOU?

Title: F 5778      IS A CAREER IN THE HOTEL OR MOTEL /      Grade Level: 7-12  
 Author: \_\_\_\_\_      Price: \_\_\_\_\_  
 Publisher: AIMS 1972      Vendor Catalog No.: \_\_\_\_\_      Type: 16MM Film

Describes the various types of jobs available in the lodging industry. Discusses the skills and qualifications needed to operate hotels and motels. 16 min., color.

FOR YOU?

Title: F 5337      IS A CAREER IN THE SERVICE INDUSTRIES /      Grade Level: 7-12  
 Author: \_\_\_\_\_      Price: \_\_\_\_\_  
 Publisher: AIMS 1971      Vendor Catalog No.: \_\_\_\_\_      Type: 16MM Film

Describes the career opportunities in service industries, and discusses the aptitudes and temperament necessary for this kind of occupation. 15 min., color.

178

176

Title: F 5338      IS A SALES CAREER FOR YOU?      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: AIMS 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the nature of a sales career, and discusses the temperament and aptitudes, education and training necessary for this occupation. 15 min., color.

---

APPLIANCE REPAIR.

Title: F 5784      JOBS IN SMALL AND MAJOR ELECTRONIC /      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Sterling 1970      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Depicts the various types of jobs and work situations that exist in the field of small and major electronic appliance repair. 7 min., color.

179

Title: F 5787      JOB IN THE AUTOMOTIVE TRADES      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Sterling 1970      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Presents a variety of jobs available in the automotive trade, and describes the job duties as the work is performed. 10 min., color.

---

Title: F 5878      JOB IN THE CITY: MANUFACTURING      Grade Level: 1-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Centron 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Examines occupations in the field of manufacturing which are found in the inner city. Focuses on assembly line and mass production, and shows various manufacturing plants. 11 min., color.

180

178

Title: F 5876      JOBS IN THE CITY: MASS MEDIA      Grade Level: 1-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Centron 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Examines various occupations in the mass media: newspapers, radio, and TV including reporter, proofreader, commentator, pressman, typesetter, and engineer. 11 min., color.

---

Title: F 5877      JOBS IN THE CITY: SERVICES      Grade Level: 1-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Centron 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Examines various service occupations such as bus drivers, bowling alley employees, repairmen, service station operators, and laundry and dry cleaning employees. 11 min., color.

181

Title: F 5696      JOBS IN THE CITY: WOMEN AT WORK

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Centron 1972      Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Surveys job opportunities for women. 11 min., color.

---

Title: F 6020      JOBS IN THE WORLD OF WORK: A GOOD PLACE/ TO BE.

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: McGraw-Hill 1969      Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Uses dramatized situations to discuss the world of work. 12 min., color.

182

Title: F 5914      KEEPING YOUR JOB IS WORK      Grade Level: \_\_\_\_\_  
Author: \_\_\_\_\_      Price: \_\_\_\_\_  
Publisher: Dibie-Dash Prod. 1971      Vendor Catalog No.: \_\_\_\_\_      Type: 16MM Film

Emphasizing the importance of meeting responsibilities of a job. Presents several job situations pointing out the need for reliability, dependability, promptness, cooperation and initiative from an employee. 12 min., color.

---

Title: F 6141      THE LONG HAUL MEN      Grade Level: 7-12  
Author: \_\_\_\_\_      Price: \_\_\_\_\_  
Publisher: ACI Films 1969      Vendor Catalog No.: \_\_\_\_\_      Type: 16MM Film

Documents the experiences of a two man driving team freighting procedure from Mexico to the Canadian border in order to illustrate the vocation of truck driving. 17 min., color.

183

Title: F 6212      THE MAID: CLEANING THE BATHROOM      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          National Restaurant  
Publisher: Association 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Demonstrates proper procedures for cleaning the bathroom. 10 min., color.

---

Title: F 6213      THE MAID: MAKING UP THE ROOM      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          National Restaurant  
Publisher: Association      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Demonstrates the responsibilities of a maid making up and cleaning a room. 10 min., color.

181

Title: F 0082      THE MAILMAN

Grade Level: 1-3

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: EBF 1964

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Depicts the responsibilities of mailmen by following a city mailman and a rural carrier on their daily routes. To give students an understanding of the vast transportation network, the film traces a letter sent from California to Pennsylvania. 11 min., color.

Title: F 5790      MAKING IT IN THE WORLD OF WORK

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Film Fair 1972

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Discusses the importance of life-style goals in choosing a compatible career. Includes discussions with young workers in nine different occupations. 25 min., color.

185

Title: F 5328      MARKETING CAREERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Films, Inc. 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses career opportunities in marketing and describes various kinds of work involved in this field. 25 min., color.

---

Title: F 5444      MR. BUSBOY      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
            National Education  
Publisher: Media 1969      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the duties of a busboy and show how he can become an important member of the food service team. 8 min., color.

186

Title: F 5446      MR. DISH MACHINE OPERATOR      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          National Education  
Publisher: Media    1969      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Explains the operation of dishwashing machine and shows the correct way to load and unload them. 8 min., color.

---

Title: F 5327      MODELING CAREERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Films, Inc.    1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the qualification and training necessary for a career in fashion modeling, and the opportunities available in this field. 15 min., color.

187

Title: F 5915      NEW HORIZONS IN VOCATIONS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Dobie-Das1 Prod. 1966 Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Follows three youths as they investigate vocations that require less than a college education, pointing out the importance of choosing an occupation intelligently. 20 min., color.

---

Title: F 6019      NEWSPAPER LAYOUT      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Oxford Films 1972 Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Presents the four fundamental principles of good newspaper layout: balance, effective use of white space, accent on hot spots and elimination of ornamentation. 13 min., color.

188

Title: F 1069      NOT BY CHANCE

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Agrafilms - 1957

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

This gives the public a better understanding of the special preparation a good teacher must have. The film encourages able young people to prepare for teaching, and encourages adequate financial support for institutions engaged in teaching. 20 min., color.

---

Title: F 2908      NOTHING BUT LOOKERS

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: MLA

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Emphasizes the positive effects of a helpful, cooperative person to person relationship with the customer and shows how customer wants can be satisfied from available stock. 7 min., color.

189

Title: F 6034      OFFICE PRACTICE: MANNERS AND CUSTOMS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Provides an introduction to the manners and customs of office work, including reception of visitors, telephone courtesy and forms of address for co-workers. 14 min., color.

---

Title: F 6035      OFFICE PRACTICE: WORKING WITH OTHERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Fosters an awareness of the importance of human relations in office work through appropriate behavior and language. 14 min., color.

100

Title: F 6036      OFFICE PRACTICE: YOUR ATTITUDE

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Coronet 1972      Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Shows how personal attitudes are reflected by the way in which people talk and listen, and through their personal grooming. 11 min., color.

101

189

Title: F 5762      OPHTHALMIC CAREERS      Grade Level: 7-12

Author: \_\_\_\_\_ Price: \_\_\_\_\_

Publisher: Films, Inc. 1969      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses the career possibilities in the fields of optometry and ophthalmology  
37 min., color.

---

Title: F 5785      OPPORTUNITIES IN WELDING      Grade Level: 7-12

Author: \_\_\_\_\_ Price: \_\_\_\_\_

Publisher: Sterling 1970      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes job sites and opportunities in welding. Shows welding in shops, ship-  
yards, airports, and on a construction site. 7 min., color.

102

Title: F 5702      PATHWAY TO CRAFTMANSHIP      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
          Great Plains National Instructional  
Publisher: TV Library      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

An apprenticeship training program in the building construction industry. 20 min., color.

---

Title: F 5579      PEOPLE WHO FIX THINGS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Churchill 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Discusses how people find satisfaction in different kinds of work: showing a repairman restoring a tuba, a mechanic fixing a small plane engine, and a tree surgeon administering to a sick tree. 20 min., color.

103

Title: F 5697      PEOPLE WHO MAKE THINGS      Grade Level: 10-12

Author: \_\_\_\_\_ Price: \_\_\_\_\_

Publisher: Churchill 1970      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Points out the value of vocational education by showing the creative achievements of three persons in woodworking, baking, and automotive work. 22 min., color.

---

Title: F 6002      RESCUE SQUAD      Grade Level: 7-12

Author: \_\_\_\_\_ Price: \_\_\_\_\_

Encyclopedia  
Publisher: Britannica 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the danger, excitement, and responsibility of a large city rescue team. Shows the squad as it is called to a fire and to assist in health emergencies. 14 min., color.

191

**Title:** F 6216 ROOM SERVICE **Grade Level:** 10-12  
**Author:** National Restaurant **Price:**   
**Publisher:** Association **Vendor Catalog No.:**  **Type:** 16MM Film

A vocational guidance film on the hotel and motel industry. Discusses the room service duties of a waiter and order taker. Explains manners for entering the guest's room, taking an order, and serving guests. 10 min., color.

---

**Title:** F 2909 THE SALES BUILDING ROLE **Grade Level:** 7-12  
**Author:**  **Price:**   
**Publisher:** MLA **Vendor Catalog No.:**  **Type:** 16MM Film

Depicts how to satisfy the customers wants in both quantity and quality. Shows how sales and service can be increased through intelligent and appropriate suggestions or additional or higher-priced merchandise. 6 min., color.

195

Title: F 2886      SALESMANSHIP CAREER OPPORTUNITIES

Grade Level: 7-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: MLA

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Presents vocational opportunities available in a sales career. Discusses qualifications, techniques, compensation methods, training and sales tools in the career. Shows the importance of salesmanship in the marketing and industrial complex. 15 min., color.

---

Title: F 5822      THE SECRETARY: A NORMAL DAY-Second Edition

Grade Level: 10-12

Author: \_\_\_\_\_

Price: \_\_\_\_\_

Publisher: Coronet 1966

Vendor Catalog No.: \_\_\_\_\_

Type: 16MM Film

Follows a secretary through a normal day in a modern office, emphasizing the personal qualities of self-direction, tact, willingness to learn, judgement and enthusiasm needed to be a successful secretary. 11 min., color.

196

**Title:** F 5823 THE SECRETARY: TAKING DICTATION, 2nd. Ed. **Grade Level:** 10-12  
**Author:** \_\_\_\_\_ **Price:** \_\_\_\_\_  
**Publisher:** Coronet 1966 **Vendor Catalog No.:** \_\_\_\_\_ **Type:** 16MM Film

Demonstrates approved techniques of taking dictation and performing other assignments. 11 min., color.

---

**Title:** F 5550 THE STORY OF A FOREIGN CORRESPONDENT **Grade Level:** 10-12  
**Author:** \_\_\_\_\_ **Price:** \_\_\_\_\_  
**Publisher:** Sterling 1963 **Vendor Catalog No.:** \_\_\_\_\_ **Type:** 16MM Film

Describes the working life of a foreign correspondent, and points out qualifications necessary to be a correspondent. 25 min., B&W.

197

Title: F 5521      TAKE A LETTER . . . FROM A TO Z      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: McGraw-Hill    1967    Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Portrays the variety of career opportunities available in the secretarial profession. 15 min., color.

---

Title: F 6217      TELEPHONE MANNERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
            National Restaurant  
Publisher: Association    1972    Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Discusses the proper techniques for answering the telephone, taking messages, and transferring and placing calls. 10 min., color.

108

Title: F 5326      TEXTILE AND INDUSTRY CAREERS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Films, Inc. 1971      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes various types of work involved in textile industry, and the variety of careers available in this field. 15 min., color.

---

Title: F 5695      TODAY'S NEWSPAPER      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Oxford Films 1972      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the various activities which are involved in the production and circulation of a daily newspaper, such as advertising, writing editorials, photography, art, printing, etc. 22 min., color.

199

Title: F 5839      THE WEATHERMAN: A COMMUNITY HELPER      Grade Level: 1-6  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: BFA    1970      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the work of a meteorologist, noting that he uses special instruments and knowledge to measure and record weather from all parts of the world. 10 min., color.

---

Title: F 5841      THE WEATHERMAN: A SCIENTIST      Grade Level: 1-6  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: BFA    1970      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Describes the special training required for weather forecasting, and shows how weathermen gather data from all over the world to prepare weather maps that help them forecast weather changes. 11 min., color.

200

Title: F 4597      WHAT DO FATHERS DO?      Grade Level: 1-3  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Churchill Films 1958 Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

A boy learns about the specialized work that men do and accompanies his father on a construction job. Points out how the father's income is used for family expenses. 11 min., color.

---

Title: F 6001      WHY NOT ACCOUNTING?      Grade Level: 7-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
            Encyclopedia  
Publisher: Britannica 1971 Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Answers questions about the nature of the profession of accounting. Attempts to inspire in qualified students an interest in choosing this profession. 15 min., color.

201

Title: F 4711      YOUR JOB: APPLYING FOR IT      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1968      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Uses interviews with workers of varying ages and educations to demonstrate the procedures for applying for a job and securing it. 16 min., color.

---

Title: F 4710      YOUR JOB: FINDING THE RIGHT ONE      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1968      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Young people of various backgrounds demonstrate methods for locating jobs that are suited to their abilities and needs. 16 min., color.

202

Title: F 4712      YOUR JOB: FITTING IN      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1968      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Illustrates the importance for new employees to understand the various rules and customs that various companies have. 16 min., color.

---

Title: F 4714      YOUR JOB: GOOD WORKING HABITS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1968      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

A pair of young workers demonstrate how good work habits may lead to satisfaction, a promotion or a raise. 16 min., color.

203

Title: F 4715      YOUR JOB: GETTING AHEAD      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1968      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Provides tips from experienced workers on ways to get ahead, in terms of wages, and better job opportunities. 16 min., color.

---

Title: F 4714      YOUR JOB: YOU AND YOUR BOSS      Grade Level: 10-12  
Author: \_\_\_\_\_ Price: \_\_\_\_\_  
Publisher: Coronet 1968      Vendor Catalog No.: \_\_\_\_\_ Type: 16MM Film

Uses various types of worker-supervisor situations to explain the importance of accepting the authority of an immediate supervisor, and ways of working with him. 16 min., color.

201

**Title:** F 2907      YOU'VE SOLD ME, MRS. MARLOWE      **Grade Level:** 7-12  
**Author:** \_\_\_\_\_ **Price:** \_\_\_\_\_  
**Publisher:** MLA 1965      **Vendor Catalog No.:** \_\_\_\_\_ **Type:** 16MM Film

Presents examples of successful and unsuccessful selling approaches. Emphasizes the importance of making the most of each contact with a customer. 8 min., color.

205

203

**PROFESSIONAL  
RESOURCES  
FROM THE  
EDUCATIONAL  
MATERIALS  
LABORATORY . . . .**

206

THE FOLLOWING MATERIALS ARE AVAILABLE FOR LOAN FROM THE EDUCATIONAL MATERIALS LABORATORY.  
THE CALL NUMBERS TO THE LEFT OF EACH ENTRY REFER TO THE EDUCATIONAL MATERIALS LABORATORY  
COLLECTION.

371.425 American Vocational Association. AVA Task Force on Career Education.  
AME American Vocational Association, 1972.

371.425 American Vocational Association. The Individual and His Education.  
AM. American Vocational Association, 1972.

O16.33702 American Vocational Association. Career Information: Business and  
AME Office Occupations. American Vocational Association, 1970.

O16.33702 American Vocational Association. Career Information: Marketing  
AME and Distribution. American Vocational Association, 1970.

371.425 American Vocational Association. The Role of Postsecondary  
AME Occupational Education. American Vocational Association, 1972.

371.425 Antonellis, Gerald P. Cross Discipline Planning. Olympus Publishers,  
ANT 1973.

371.425 Bailey, Larry J. Career Education: New Approaches to Human  
BAI Development. McKnight Publishers, 1973.

- Continued - 207

- 016.371425      Bailey, Larry J. Facilitating Career Development: An Annotated  
BAI                      Bibliography. Board of Vocational Education and Rehabilitation, -  
7                      State of Illinois, 1970.
- 371.425              Borow, Henry. Career Guidance for a New Age. Houghton, 1973.  
BOR
- 373.246              Butler, F. Colt. Instructional Systems Development for Vocational  
BUT                      and Technical Training. Educational Technology Publication, 1972.
- 371.425              Career Education: A Guide for School Administrators. American  
CAR                      Association of School Administrators, n.d.
- 371.425              Career Education: A Handbook for Implementation. U.S. Government  
CAR                      Printing Office, 1972.
- 372.1425              Career Education and the Elementary School Teacher. Olympus  
CAR                      Publishing Co., 1973.
- 371.425              Career Education: Current Trends in School Policies and Programs.  
CAR                      National School Public Relations Association, 1974.
- 371.425              Career Education Guide, K-14. Lakeshore Technical Institute,  
CAR                      Wisconsin, 1972.

- Continued -

208

208

- 371.425  
CAR      Career Education Resource Guide. General Learning Corporation,  
1972.
- 373.246  
CAR      Career Education, What It Is and How To Do It. Olympus, 1972.
- 371.4  
CAR      Career Guidance: A Handbook of Methods. Merrill, 1973.
- 640.23  
CHA      Channels, Vera G. Career Education in Home Economics. Interstate  
Printers and Publishers, Inc., 1973.
- 371.425  
DAR      Darcy, Robert L. Manpower and Economic Education: A Personal and  
Social Approach to Career Education. Love Publ. Co., 1973
- 371.425  
DAV      Davenport, Lawrence. Minorities and Career Education. ECCA Publ.,  
1973.
- CG  
MCPS      Division of Career Programs. Interim Report On Career Preparation.  
Montgomery County Public Schools, 1971.
- 016.371425  
DRI      Drier, Harry N. Career Development Resources: A Guide To Audiovisual  
and Printed Material for Grades K-12. C. A. Jones, 1973.

- Continued -

209      209

371.425 DRI Drier, Harry N. K-12 Guide for Integrating Career Development Into Local Curriculum. C. A. Jones, 1972,

371.425 DUN Dunn, Charleta J. World of Work: Occupational-Vocational Guidance in The Elementary Grades; A Handbook for Teachers and Counselors. Leslie Press, 1971.

373.246 EAD Eaddy, K. M. An Exemplary Model for a Total Ecological Approach to Non-Graded Vocational Programs in Separate Education Centers. Florida Vocational Programs Research Coordinating Units, 1971.

REF  
331.702 ENC Encyclopedia of Careers and Vocational Guidance. Doubleday, 1972.

371.425 EVA Evans, Rupert N. Career Education in The Middle/Junior High School. Olympus Publ. Co., 1973.

FILMSTRIP  
331.7 FAT Fathers Work. IFC, 1968.

372.142 GIB Gibson, Robert L. Career Development in The Elementary School. Merrill, 1972.

- Continued -

210

210

- 331.702 GIN Ginzberg, Eli. Career Guidance: Who Needs It, Who Provides It, Who Can Improve It. McGraw, 1971.
- 371.425 GOL Goldhammer, Keith. Career Education: Perspective and Promise. Merrill, 1972.
- 371.425 GUI A Guide for Occupational Orientation- - "The World of Work", Grades 5-7. Pharr-San Juan-Alamo Independent School District, Texas, n.d.
- 371.425 GYS Gysbers, Norman C. Career Guidance: Practice and Perspectives. Jones, 1973.
- 371.425 HER Herr, Edwin L. Vocational Guidance and Career Development in The Schools: Toward a Systems Approach. Houghton-Mifflin, 1972.
- 371.425 HOW Howard County, Maryland. Career Development Resource Guide, 6-8. Howard County Board of Education, n.d.
- 371.425 HOY Hoyt, Kenneth B. High School Curriculum Guide. (Career Education Monograph Number 4) North Carolina State University, 1973.

- Continued -

- 371.425 Northern Illinois University, De Kalb. For Those Developing World  
ILL of Work Resource Units for Elementary School Teachers. n.d.
- 371.425 Isaacson, Lee E. Career Information In Counseling and Teaching. 2nd  
ISA ed. Allyn, 1971.
- 371.425 Isenberg, Robert M. Involving the Community in Career Education.  
ISE (Career Education Monograph Number 9) North Carolina State  
University, 1973.
- 371.425 Keller, Louise J. Career Education In-Service Training Guide.  
KEL General Learning Corporation, 1972.
- 371.425 Laws, Lee. Elementary Guide for Career Development, Grades 1-6.  
LAW Education Service Center, 1970.
- 331.702 Lee, Jasper S. Occupational Orientation: An Introduction to The  
LEE World of Work. Mississippi State University, 1971.
- 371.425 McClure, Larry. Essays on Career Education. Northwest Regional  
MCC Educational Laboratory, n.d.
- 371.425 McGinley, Gerry P. World of Work: Career Awareness Development  
MCG for The Elementary Grades. Nevada University, 1972.

- 371.4                    Managing Career Education Programs.    Prentice Hall, 1973.  
MAN
- 373.1425                Mason, Ralph E. Cooperative Occupational Education and Work  
MAS                    Experience in the Curriculum.    Interstate, 1965.
- 331.702                Massachusetts Personnel and Guidance Association. A Workshop On  
MAS                    Career Development 'as a Lifelong Process, October 29, 1971.
- 371.623                Meckley, Richard F. Planning Facilities for Occupational Education  
MEC                    Programs.    Merrill, 1972.
- 375.371425             Moberly, Missouri Public Schools. Revised Elementary Guide for  
MOB                    Career Development.    1972.
- 371.425                Mount Pleasant, Michigan. Public Schools. World of Work: Working  
MOU                    Draft of a Resource Guide for Career Education, Grades 1-6.    1972-3.
- 371.425                Murphy, Patricia. Teaching for Employability.    Home Economics Education  
MUR                    Association, n.d.
- 371.425                National Assessment of Educational Progress. Objectives for Career and  
NAT                    Occupational Development.    1971.

- Continued -

- 371.425 NAT National Association of Secondary School Principals. American Youth in the Mid-Seventies: Conference Report. 1972.
- 373.246 NAT National Institute on Exemplary Projects in Vocational Education. Report: Nevada State Board of Vocational Education. 1971.
- 373.246 NAT National Workshop on Comprehensive Vocational Personnel Development and Utilization. Comprehensive Vocational Education Personnel Development and Utilization. Government Printing Office, 1972.
- 371.425 NEW New Jersey. State Department of Education. The World of Work: Increasing the Vocational Awareness of Elementary School Children. 1969.
- 371.425 NOR Norris, Willa. Occupational Information in the Elementary School. Science Research Association, 1963.
- 331.702 OCC Occupational Choice: An Approach to a General Theory. Columbia University Press, 1951.
- 371.425 OCC Occupational Information Materials Project. Occupational Information Via T.V. Atlanta Public Schools, 1970.

- Continued - 214

- 371.425 OLS Olson, LeVene A. Career Awareness Education: Introduction, Instructional Resource Units, and Annotated Bibliography. Marshall University, n.d.
- 373.246 PHI Phillips, Donald S. EPDA 553: A One Year Follow-up Evaluation of a Training Program for Vocational and Technical Education Administrators. Oklahoma State Department of Vocational & Technical Ed., 1972.
- 371.425 RES Ressler, Ralph. Career Education: The New Frontier. Jones, 1973.
- 371.425 RHO Rhodes, James A. Vocational Education and Guidance: A System for the Seventies. Merrill, 1970.
- 371.425 RYA Ryan, Charles W. Career Development Guide for the Elementary School: A Guidebook for Teachers and Guidance Counselors. Department of Education, State of Maine, n.d.
- 371.425 RYA Ryan, Charles W. Career Education Program, Volume I, Kindergarten through Grade 6. Houghton, 1973.
- 371.425 SAL Saltzman, Glenn A. Career Education Program, Volume II, Grades 7 through 9. Houghton, 1973.

. - Continued -

- 371.425 Scherer, R. T. Middle School Curriculum Guide. (Career Education  
SCH Monograph Number 3) North Carolina State University, 1973.
- 371.425 Schrieber, Robert W. Elementary School Curriculum Guide. (Career  
SCH Education Monograph Number 2) North Carolina State University, 1973.
- 016.3317 Schuman, Patricia. Materials for Occupational Education: An Annotated  
SCH Source Guide. Bowker, 1971.
- 371.425 Shook, Mollie W. A Manual for the Implementation and Administration of  
SHO Career Education Programs. (Career Education Monograph Number 1)  
North Carolina State University, 1973.
- 371.425 Smith, George. Problems in the Organization and Administration of  
SMI Career Education Programs. Oregon School Study Council, 1972.
- 371.425 Stevenson, John B. An Introduction to Career Education. Jones, 1973.  
STE
- 371.425 Swanson, Gordon I. Professional Development. (Career Education  
SWA Monograph Number 8) North Carolina State University, 1973.

216

- Continued -

216

- 371.425 Tennyson, W. Wesley. The Teacher's Role in Career Development.  
TEN National Vocational Guidance Association, 1965.
- 371.425 Texas. University at Austin, The Preparation of Occupational  
TEX Instructors. Government Printing Office, 1966.
- 371.425 U.S. Office of Education. Abstracts of Exemplary Projects in  
UNI Vocational Education. 1971
- 371.425 U.S. Office of Education. Working Papers on Career Education, 1971.  
UNI
- 371.425 Vocational Development in the Elementary School. New York State  
VOC Education Department. 1970.
- 371.425 Wernick, Walter. Teaching for Career Development in the Elementary  
WER School. C. A. Jones, 1973.
- 373.1425 Willingham, Warren W. Career Guidance in Secondary Education. College  
WIL Entrance Examination Board, 1972.
- 371.425 Wysong, H. Eugene. Career Education Program, Volume III, Grades 10-12.  
WYS Houghton, n.d.

217

# **GOVERNMENT PAMPHLETS . . . .**

218

The federal government is an excellent source of inexpensive information applicable to career education. Many departments and agencies publish materials relative to occupations and careers within their realm. To obtain listings of these materials write to the agencies directly or to:

Superintendent of Documents  
U. S. Government Printing Office  
Washington, D. C. 20402

Additionally, the U. S. Department of Labor publishes series of inexpensive career leaflets in the following fields: Biology, English, Foreign Languages, Liberal Arts, Mathematics, Office Jobs, Outdoor Jobs, Repairman or Mechanic, Science, and Social Science. There are many career leaflets published for each of the above broad classifications. For further information and current listings write to:

Bureau of Labor Statistics  
U. S. Department of Labor  
Washington, D. C. 20212